

**A  
PROJECT REPORT  
ON**

**“A STUDY OF CUSTOMER SATISFACTION TOWARDS THE MOBILE SERVICE  
PROVIDER ‘JIO’ WITH SPECIFIC REFERENCE TO NAGPUR CITY”**

**Submitted to**

**G.S COLLEGE OF COMMERCE AND ECONOMICS, NAGPUR**

In partial fulfillment for the award of the degree of

**Bachelor of Business Administration**

**Submitted by**

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**Under the Guidance of**

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**G.S. College Of Commerce & Economics, Nagpur**

**Academic Year 2021-22**



**G.S. College Of Commerce & Economics, Nagpur**  
**Academic Year 2021-22**



## **CERTIFICATE**

**This is to certify that “Pratham Tiwari” has submitted the project report titled “A study of customer satisfaction towards the mobile services provider brand ‘JIO’with specific reference to Nagpur city”, towards partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.**

**It is further certified that he/she has ingeniously completed his/her project as prescribed by G.S College of Commerce and Economics, Nagpur.**

**Dr. Pragati Richa Pandey**

**(Project Guide)**

**Dr. Afsar Sheikh**

**(Co-ordinator)**

**Place: Nagpur**

**Date:**

**G.S. College Of Commerce & Economics, Nagpur**  
**Academic Year 2021-22**



## **DECLARATION**

I here-by declare that the project with title “A Study of Customer Satisfaction Towards the Mobile Services Provider Brand ‘JIO’with Specific Reference to Nagpur City” has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by G.S College of Commerce and Economics, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

**Pratham Tiwari**

**Place: Nagpur**

**Date:**

**G.S. College Of Commerce & Economics, Nagpur**  
**Academic Year 2021-22**



## **ACKNOWLEDGEMENT**

**With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr.N.Y.Khandait, Principal, G.S. College of Commerce & Economics, Nagpur.**

**I am extremely thankful to my Project Guide Dr. Pragati Richa Pandey for his/her guideline throughout the project. I tender my sincere regards to Co-ordinator, Dr.Afsar Sheikh for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.**

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**I would like to thank all those who helped me in making this project complete and successful.**

**Pratham Tiwari**

**Place: Nagpur**

**Date:**

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# **INTRODUCTION**

## **INTRODUCTION**

### **CUSTOMER SATISFACTION**

Philip Kotler defines customer satisfaction as a **‘person’s feeling of pleasure or disappointment, which resulted from comparing a product’s perceived performance or outcome against his/her expectations’**.

**Customer satisfaction = f(perceived performance, buyer’s expectations)**

Here, perceived performance is the consumer’s belief about the product or service experience. Buyer’s expectations, on the other hand, are influenced by: Performance of the product in the recent past, Word of mouth, recommendations or testimonials, Reviews, etc

According to this definition, the satisfaction goals are established by the customers themselves before they set out to make a purchase. This is also why they start looking for more information at this point — reviews, comparisons, alternatives, etc. Your website, content marketing efforts, and presence on other review sites make a difference at this point. Once the customer selects the product or service, they’ll start evaluating the actual experience against the expected one.

### **INTRODUCTION OF INDUSTRY**

Indian telecom industry underwent a high pace of market liberalization and growth since the 1990s and now has become the world's most competitive and one of the fastest growing telecom markets. The Industry has grown over twenty times in just ten years, from under 37 million subscribers in the year 2001 to over 846 million subscribers in the year 2011. India has the world's second-largest mobile phone user base with over 1157.04 million users as of July 2018. In the last few years more and more companies both foreign, domestic, come into cellular service, service market and offers large number of services to the people.

In the year of 1989, the number of cell phone users in India was zero. In the year of 1999 the number of cell phone users has gone up by 13 lakhs. India's telecommunication network is the second largest in the world by number of telephone users (both landline and mobile phone) with 1.183 billion subscribers as on 31 May 2019.

## **INDUSTRY PROFILE**

Telecommunications in India began with the introduction of the telegraph. The Indian postal and telecom sectors are one of the world's oldest. In 1850, the first experimental electric telegraph line was started between Calcutta and Diamond Harbour. In 1851, it was opened for the use of the British East India Company. The Posts and Telegraphs department occupied a small corner of the Public Works Department, at that time.

Major sectors of the Indian telecommunication industry are telephone, internet and television broadcast industry in the country which is in an ongoing process of transforming into next generation network, employs an extensive system of modern network elements interconnected by a wide variety of transmission systems using fibre-optics or Microwave radio relay networks. Telecommunication in India has greatly been supported by the INSAT system of the country, one of the largest domestic satellite systems in the world. India possesses a diversified communications system, which links all parts of the country by telephone, Internet, radio, television and satellite.

India's telecommunication network is the second largest in the world by number of telephone users (both fixed and mobile phone) with 1.183 billion subscribers as on 31 May 2019. It has one of the lowest call tariffs in the world enabled by mega telecom operators and hyper-competition among them. As on 31 July 2018, India has the world's second-largest Internet user-base with 460.24 million broadband internet subscribers in the country. As of 31 December 2018, India had a population of 130 crore people (1.3 billion), 123 crore (1.23 billion) Aadhaar digital biometric identity cards, 121 crore (1.21 billion) mobile phones, 44.6 crore (446 million) smartphones, 56 crore (560 million or 43% of total population) internet users up from 481 million people (35% of the country's total population) in December 2017, and 51 per cent growth in e-commerce.

Indian telecom industry underwent a high pace of market liberalisation and growth since the 1990s and now has become the world's most competitive and one of the fastest growing telecom markets. The Industry has grown over twenty times in just ten years, from under 37 million subscribers in the year 2001 to over 846 million subscribers in the year 2011. India has the world's second-largest mobile phone user base with over 1157.04 million users as of July 2018.

Telecommunication has supported the socioeconomic development of India and has played a significant role to narrow down the rural-urban digital divide to some extent. It also has helped to increase the transparency of



governance with the introduction of e-governance in India. The government has pragmatically used modern telecommunication facilities to deliver mass education programmes for the rural folk of India.

According to London-based telecom trade body GSMA, the telecom sector accounted for 6.5% of India's GDP in 2015, or about 9 lakh crore (US\$130 billion), and supported direct employment for 2.2 million people in the country. GSMA estimates that the Indian telecom sector will contribute 14.5 lakh crore (US\$200 billion) to the economy and support 3 million direct jobs and 2 million indirect jobs by 2020.

## **CONSOLIDATION**

Post starting of the commercial operation of Reliance JIO in September 2016, the telecom market saw a huge change in terms of falling tariff rates and reduction of data charges, which changed the economics for some of the telecom players. This resulted in exit of many smaller players from the market. Players like Videocon and Systema sold their spectrum under spectrum trading agreements to Airtel and RCOM respectively in Q4 2016.

On 23 February 2017, Telenor India announced that Bharti Airtel will takeover all its business and assets in India and deal will be completed in 12 months timeframe. On 14 May 2018, Department of Telecom approved the merger of Telenor India with Bharti Airtel paving the way for final commercial closing of the merger between the two companies. Telenor India has been acquired by Airtel almost without any cost.

On 12 October 2017, Bharti Airtel announced that it would acquire the consumer mobile businesses of Tata Teleservices Ltd (TTSL) and Tata Teleservices Maharashtra Ltd (TTML) in a debt-free cash-free deal. The deal was essentially free for Airtel which incurred TTSL's unpaid spectrum payment liability. TTSL will continue to operate its enterprise, fixed line and broadband businesses and its stake in tower company Viom Networks. The consumer mobile businesses of Tata Docomo, Tata Teleservices (TTSL) and Tata Teleservices Maharashtra Limited (TTML) have been merged into Bharti Airtel from 1 July 2019.

Reliance Communications had to shut down its 2G and 3G services including all voice services and only offer 4G data services from 29 December 2017, as a result of debt and a failed merger with Aircel. Surprisingly, the shutdown was shortly after completion of acquisition of MTS India on 31 October 2017. In February 2019, the company filed for bankruptcy as it was unable to sell assets to repay its debt. It has an estimated debt of 57,383 crore against assets worth 18,000 crore.

Aircel shut down its operations in unprofitable circles including, Gujarat, Maharashtra, Haryana, Himachal Pradesh, Madhya Pradesh and Uttar Pradesh (West) from 30 January 2018. Aircel along with its units - Aircel

Cellular and Dishnet Wireless - on 1 March 2018, filed for bankruptcy in the National Companies Law Tribunal (NCLT) in Mumbai due to huge competition and high levels of debt.

Vodafone and Idea Cellular completed their merger on 31 August 2018, and the merged entity is renamed to Vodafone Idea Limited. The merger created the largest telecom company in India by subscribers and by revenue, and the second largest mobile network in terms of number of subscribers in the world. Under the terms of the deal, the Vodafone Group holds a 45.1% stake in the combined entity, the Aditya Birla Group holds 26% and the remaining shares will be held by the public. However, even after the merger both the brands have been continued to carry their own independent brands.

With all this consolidation, the Indian Mobile market has turned into a four-player market, with JIO as the number-one player, with revenue market share of 31%, Vodafone Idea Limited in second position, with revenue market share of 30% and Airtel India, with revenue market share of 28%. The government operator BSNL/MTNL is in the distant 4th position, with approx market share of 11%

### **HOW TELECOM INDUSTRY OF INDIA CHANGED IN 2019**

The Indian telecom industry has undergone a massive transformation in the last few years. It all started in 2016 (publicly available) when Reliance Jio entered India and disrupted the telecom sector with its ‘free data’ and ‘unlimited voice calls’. Following Jio’s strategy, other key telcos like Airtel and Vodafone (now Vodafone-Idea) started offering more data, unlimited voice calling facilities and more. And all of it at dirt-cheap prices.

These ‘free’ and ‘unlimited’ offerings have pushed most Indians to use the Internet and get online today. According to a *report by the Internet and Mobile Association of India (IAMAI)*, as of September 2019 India had 451 million monthly active internet users. Only China has more.

Until the beginning of 2019, the growth graph of the Indian telecom sector was moving up the ladder, but there was some turbulence in the second half of the year. The introduction of the Interconnect Usage Charges (IUC) and the resultant tariff hikes created some turmoil. Also, this year saw the merger of BSNL and MTNL as well as Vodafone and Idea in a bid to survive in the competitive telecom space.

As 2020 approaches, let’s rewind and take a look at how 2019 unfolded for the India telecom industry.

### **VODAFONE-IDEA MERGER**

The discussion around Vodafone and Idea Cellular merging have been on for a long time now but it came into effect only this year. In August, the completion of Vodafone India and Idea Cellular merger and formation of

Vodafone Idea was announced. The two companies decided to merge their business after the Indian telecom industry witnessed a huge tariff war with the entry of Jio followed by other telcos going aggressive with the offerings and pricing of their tariff plans. The key idea behind the merger of Vodafone and Idea was to improve the network and offer customers a better experience.

The merger helped Vodafone Idea beat Reliance Jio and Airtel to become India's largest telecom company with 408 million active subscribers and revenue market share of 32.2 percent.

### **VODAFONE-IDEA AND AIRTEL SUFFER RECORD LOSSES**

This year telecom operators like Vodafone-Idea and Bharti Airtel suffered one of the biggest losses of all times. In 2019, Vodafone-Idea reported a record loss of Rs 50,921 crore for the September quarter. The loss this year widened from Rs 4,874 crore in 2018. In addition, Airtel also reported Rs 23,045 crore in the September quarter from a profit of Rs 118 crore in 2018. Among the key telecom players, Reliance Jio is the only telecom operator that reported a profitable quarter with net profit up by 45 percent YoY.

### **5G IS THE FUTURE**

5G, the next big thing in the telecom industry, is already available in some countries. It is expected that 2020 will be all about 5G and its deployment in the Indian telecom industry. Companies like Reliance Jio, Airtel and Vodafone-Idea are reportedly already testing 5G in the country. India's auction for 5G spectrum is set for the first part of next year and thus far operators have communicated varied approaches to eventual network deployments. While JIO prepares to launch 5G services in 2020, Vodafone and Airtel appear to be keeping their focus on 4G in the midst of regulatory and infrastructure considerations. One thing is sure — the transition will likely happen over an extended period of time.

Providing some insights about what the telecom operators are expected to do in terms of 5G next year, Shah from Counterpoint Research tells "5G development will commence in second half of next year in a bigger way especially via Jio. Jio is in a much better position with its 4G only network to start the upgrade path to 5G network. The lower cost per bit in 5G and plethora of opportunities it offers beyond mobile is something which will prompt Jio to roll the 5G network earlier & faster compared to its rivals. We could see soft launch of 5G devices starting next Diwali if 5G spectrum availability is cleared."

Overall, in 2019 the Indian telecom industry has seen some major ups and downs. The coming year is expected to be even more eventful for the telcos, mostly because it is said to be around 5G.

# **COMPANY PROFILE**



## **Reliance JIO**

JIO is not just a telecom network, it is an entire ecosystem that allows Indians to live the digital life to the fullest. This ecosystem consists of powerful broadband networks, useful applications, best-in-class services and smart devices distributed to every doorstep in India. JIO's media offerings include the most comprehensive libraries and programs of recorded and live music, sports, live and catch up television, movies and events. Jio is about creating connected intelligence for 6 billion global minds to unleash the power of a young nation. We are all set to change the way people work, play, learn and live.

JIO also known as Reliance JIO and officially as Reliance JIO Infocomm Limited (RJIL), is an upcoming provider of mobile telephony, broadband services, and digital services in India.. Reliance JIO Infocomm Limited (RJIL), a subsidiary of Reliance Industries Limited (RIL), India's largest private sector company, is the first telecom operator to hold pan India Unified License. Formerly known as Infotel Broadband Services Limited (IBSL), JIO will provide 4G services on a pan-India level using LTE technology. The telecom leg of Reliance Industries Limited, it was incorporated in 2007 and is based in Mumbai, India. It is headquartered in Navi Mumbai.

RJIL is also deploying an enhanced packet core network to create futuristic high capacity infrastructure to handle huge demand for data and voice. In addition to high speed data, the 4G network will provide voice services from / to non-RJIL network.

RJIL holds spectrum in 1800 MHz (across 14 circles) and 2300 MHz (across 22 circles) capable of offering fourth generation (4G) wireless services. RJIL plans to provide seamless 4G services using FDD-LTE on 1800 MHz and TDD-LTE on 2300 MHz through an integrated ecosystem.

Reliance JIO is part of the “Bay Of Bengal Gateway” Cable System, planned to provide connectivity between South East Asia, South Asia and the Middle East, and also to Europe, Africa and to the Far East Asia through interconnections with other existing and newly built cable systems landing in India, the Middle East and Far East Asia.

R-JIO is also in the process of installing hundreds of monopoles, unlike the regular roof top mounted telecom towers typically used by telcos, said the company executive quoted above. Monopoles, or ground-based masts (GBMs), are expected to double up as street lights and surveillance systems, and provide real-time monitoring of traffic and advertising opportunities.

R-JIO, meanwhile, faces its share of challenges in terms of return on investment and capturing market share. The company, according to industry analysts, is expected to spend \$8-9 billion for the 4G roll-out. The company will battle for subscribers with leading telcos such as Bharti Airtel Ltd, Vodafone India Pvt Ltd and Idea Cellular Ltd.

### **Jio will transform the digital future of India with its below pillars:**

#### **COVERAGE:**

Jio is committed to provide coverage across urban and major rural areas. Jio is aiming to cover 90% of India's population in the next 18-24 months.

#### **QUALITY:**

Jio will offer HD quality voice to its subscribers with instantaneous call connect capability. Superior data experience will be offered to the subscribers, which includes fastest page download, highest peak download speed in the industry, video streaming without buffering & real time gaming experience.

#### **AFFORDABILITY:**

The key idea is to make internet accessible and affordable to consumers in all parts of the country. Jio will significantly up the quantity, quality and coverage of broadband internet while lowering the cost to the user.

Jio will play a key role in the digital development of India – with applications for everything from education to healthcare, security to financial services, technology to entertainment.

Shri. Mukesh Ambani, Chairman, Reliance Industries Ltd. says, "Jio is about bringing people together, safely and securely. It is about inspiring people to join a movement – the digital India movement. Jio is about you and

your family, friends, community and all Indians together in a movement to embrace and win in the digital world."



Mr. Akash Ambani is being launched in business as a chief of strategy in Reliance JIO, involved in day to day operations in business or Ms. Isha Ambani is involved in branding and marketing. And the key people are Sanjay Mashruwalla (Managing Director), Jyotindra Tacker (Head of IT).

Reliance Industries Chairman Mukesh Ambani committed an investment of Rs. 2,50,000 crores on "Digital India" and said he expected the group's initiatives under it will create over 5,00,000 direct and indirect jobs.

"Digital India as company has seen empowers them to fulfil their aspirations. Reliance JIO has invested over Rs. 2,50,000 crores across the Digital India pillars," Ambani said, adding: "I estimate Reliance's 'Digital India' investments will create employment for over 5,00,000 people. " Ambani said the launch of Digital India initiative was a momentous occasion in an information age where digitization was changing the way one lives, learns, works and plays. It can transform the lives of 1.2 billion Indians using the power of digital technology. And as well as "So 80 percent of the 1.3 billion Indians will have high-speed, mobile Internet. And by 2017, company would cover 90 percent. And by 2018, all of India would be covered by this digital infrastructure,"

In June 2010, Reliance Industries (RIL) bought a 96% stake in Infotel Broadband Services Limited (IBSL) for Rs 4,800cr. Although unlisted, IBBL was the only firm to win broadband spectrum in all 22 zones 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.

## **ALLIANCE**

In February 2016, JIO announced a global alliance of Mobile Network Operators which include:

- BT Group
- Deutsche Telekom
- Millicom
- Orange S.A.
- Rogers Communications
- MTS
- Telia Company
- Telecom Italia

## **PARTNERSHIPS**

JIO shares spectrum with Reliance Communications. The sharing deal is for 800 MHz band across seven circles other than the 10 circles for which JIO already owns.

In September 2016, JIO signed a pact with BSNL for intra-circle roaming which would enable users of the operators to use each other's 4G and 2G spectrum in national roaming mode.

In February 2017, JIO announced a partnership with Samsung to work on LTE - Advanced Pro and 5G.

## **PRODUCT & SERVICES**

### **MOBILE BROADBAND**

The company launched its 4G broadband services throughout India in September 2016. It was slated to release in December 2015 after some reports said that the company was waiting to receive final permits from the government. JIO offers fourth-generation (4G) data and voice services, along with peripheral services like instant messaging and streaming movies and music.



## **JIOFIBER**

In August 2018, JIO began to test a new triple play fiber to the home service known tentatively as JIO GigaFiber, including broadband internet with speeds ranging from 100 to 1000 Mbit/s, as well as television and landline telephone services.

In August 2019, it was announced that the service would officially launch on 5 September 2019 as JIOFiber, in honour of the company's third anniversary. JIO also announced plans to offer streaming of films still in theatres ("First Day First Show") to eligible JIOFiber subscribers.

The company has a network of more than 250,000 km of fiber optic cables in the country, over which it will be partnering with local cable operators to get broader connectivity for its broadband services.

## **Devices**

JIO has also marketed co-branded mobile phones.

### **LYF smartphones**

In June 2015, JIO entered into an agreement with domestic handset maker Intex to supply 4G handsets capable of voice over LTE (VoLTE). However, in October 2015, JIO announced that it would be launching its own mobile handset brand named LYF.

On 25 January 2016, the company launched its LYF smartphoneseries starting with Water 1, through its chain of electronic retail outlets, Reliance Retail. Three more handset models have been released so far, namely Water 2, Earth 1 and Flame 1.

## **JIOPHONE**

**JIOPhone** is a line of feature phones marketed by JIO. The first model, released in August 2017 (with public pre-orders beginning 24 August 2017), was positioned as an "affordable" LTE-compatible feature phone. It runs the KaiOS platform (derived from the defunct Firefox OS), and includes a 2.4-inch display, a dual-core processor, 4 GB of internal storage, near-field communication support, a suite of JIO-branded apps (including the voice assistant HelloJIO), and a JIO-branded application store. It also supports a "TV cable" accessory for output to an external display.

## **JIONetWiFi**

Prior to its pan-India launch of 4G data and telephony services, the firm has started providing free Wi-Fi hotspot services in cities throughout India including Surat, Ahmedabad in Gujarat, and Visakhapatnam in Andhra Pradesh, Indore, Jabalpur, Dewas and Ujjain in Madhya Pradesh, select locations of Mumbai in Maharashtra, Kolkata in West Bengal, Lucknow in Uttar Pradesh, Bhubaneswar in Odisha, Mussoorie in Uttarakhand, Collectorate's Office in Meerut, and at MG Road in Vijayawada among others.

In March 2016, JIO started providing free Wi-Fi internet to spectators at six cricket stadiums hosting the 2016 ICC World Twenty20 matches. .

**LITERATURE REVIEW**

## **Review of Literature**

Jio is the telecommunication company owned by Reliance Ltd. It emerges one of the fastest growing telecom operator in India as data published in a review of literature Jai Bhatia Economic & Political Weekly OCTOBER 8, 2016 vol II no 41. Jio came up with a vision to generate huge revenue by providing quality service at a cheaper rate using the latest technology. Initially, its growth is high. In the Indian market, it is the first mover advantage for Jio with a biggest 4G network coverage infrastructure all across 22 telecom circles in India. None of its competitors is having such biggest infrastructure for 4G infrastructure.

As we saw in the year 2012-13, India is 150th in the world in mobile broadband penetration as well as

quality. And Jio has really been conceived to change this position," the Indian billionaire said. Jai Bhatia, Advait Rao Palepu in their paper Reliance, Predatory pricing or predatory behavior (OCTOBER 8, 2016) says that Jio can also be understood by Predatory Pricing Strategy to some extent in the beginning, Jio is also followed the same strategy which made their competitors think about their pricing process they all have tried to reduce and match with the pricing level of Jio price.

According to the data published by [www.poulasset.com](http://www.poulasset.com), reliance Jio is good for Indian market because it is giving best quality on lower price. The data also explains that presently Jio's data traffic is higher (TRAI Data) compared to its competitors. Jio is also threatening "As it is expected that it will kill more than 30 businesses within next 5 to 10 years", According to poulasset. Jio will acquire and will hold a major number of market shares in the following areas.

Mobile (Local/STD+ SMS), MOBILE DATA (3G/4G), CABLE TV/ D2H, MAGAZINE/NEWSPAPERS, CLOUD STORAGE, MOVIE DOWNLOAD/ WATCHING, NEWS READING APPS, MOBILE WALLETS / QUICK PAY & OTHERS

# **RESEARCH STUDY**

## **OBJECTIVES OF THE STUDY**

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

## **NEED AND SCOPE OF THE STUDY**

This study covers customers about Reliance JIO in the areas of Nagpur.

The study makes effort to ascertain the satisfaction level of customer of Reliance JIO. Through survey So that company would be able to come up to the expectation level of its customer. The company can come up to the expectation only by finding out the problem that customer are facing during their purchase of Reliance JIO products. The subject has been taken for the research as it plays key role in the success of Telecom sector. No company can think of selling their product without having satisfied customer. No company can survive in long run without coming up to the satisfaction level of customer.

In short it is the level of satisfaction that is link between end-user and company. As long as the company is able to satisfy its customer, customer would remain in the bracket of loyal customer. Hence it is very essential to understand the customer satisfaction and to measure the satisfaction level time to time as there is always scope of improvement.

The research will also be beneficial in analyzing the overall market position of the company and measures which should be adopted by the Reliance JIO to increase their market share in the region of Nagpur.

## **HYPOTHESIS**

Hypothesis is an idea or explanation that you test through study and experimentation outside science. A theory or guess can also be called as hypothesis.

**H0:** Data speed and pricing of a JIO network has a significant impact on customer satisfaction.

**H1:** Data speed and pricing of a JIO network has an insignificant impact on customer satisfaction.



## **PROBLEM DEFINATION**

Even though the sector has reflected promising growth, the teledensity in India still remains at a very low level compared with international standards and thus providing tremendous opportunity for future growth. In the medium-term, the industry is expected to continue to record good subscriber growth as a result of low penetration levels, heightened competition; a sustained fall in minimum subscription cost and tariff that increase affordability for lower-income rural users, expansion of coverage area by mobile operators, and government support through schemes such as the rural infrastructure roll out funded by subsidies from the Universal Service Obligation (USO) Fund. The Indian telecom sector offers unprecedented opportunities in various areas, such as rural telephony, 4G, virtual private network, value-added services, et al. Nonetheless, the lack of telecom infrastructure in rural areas and falling ARPU of telecom service providers could inhibit the future growth of the industry

- **Rapidly Falling ARPU (Average revenue per user)**
- **Lack of Telecom Infrastructure**
- **Rural Areas Continue to Remain Under Penetrated**
- **Excessive Competition**
- **Lower Broadband Penetration**
- **Spectrum Allocation**
- **Other Growth Inhabiting Factors**

## **RESEARCH METHODOLOGY**

### **SAMPLE SIZE:**

Here researcher has used random sampling. It includes the random survey of the people.

Specifically researcher has used the random sampling. In this researcher have selected the population based on the easy availability.

### **RANDOM SAMPLING:**

Sampling can be defined as a part of population. Thus random sampling may be defined as the selection of a portion from the whole population in which each elements of the population has an equal chance of being selected. A more apt definition will be that each element in the population has a non-zero and known probability of selection a randomly drawn sample is an unbiased sample.

Research also usually reaches its conclusions on the basis of sampling, but its methods must adhere to certain scientific rules. Not only a research practitioner but a business decision maker needs a substantial grasp of sampling theory to appraise the reliability and validity of sample information that would underlie their decisions.

### **REASONS FOR SAMPLING:**

There are four major reasons, pertaining especially to marketing situations, for deciding to take a sample:

1. Decision makers have a time frame in which to make a decision based on whatever information can be obtained in that period.
2. The cost of gathering information is a compelling consideration in favor of sampling.
3. The accuracy of the information may not be justifiably enhanced by taking a complete enumeration.

Sampling Unit: General public, Youths, Employees of different organizations of Nagpur City.

Sample Size: 100 respondents as a sample size from different areas of Nagpur City.

Sampling Technique: Random sampling, Sampling items are selected by the judgment of the researcher.

Sampling Frame: Colleges, Youth gathering places, Shops.

Statistical Tools: Graphical Presentation like Tables, Bar chart, Pie chart etc.

Location of Survey: Nagpur City.

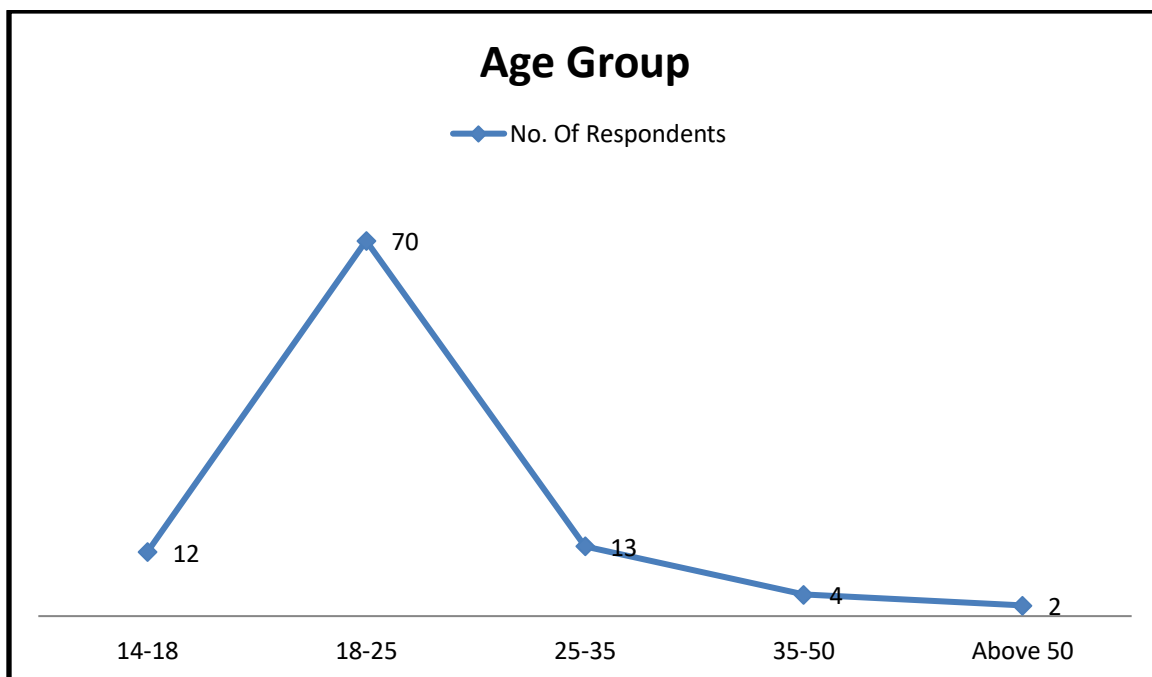
The method used for selecting the people was random sampling method.

Time Span of the Field Work: The field work was carried out in a span of nearly 8 week.

# **DATA ANALYSIS & INTERPRETATION**

**AGE GROUP OF RESPONDENTS****Table No.1**

| Age group | No. of respondents | Percentage |
|-----------|--------------------|------------|
| 14-18     | 12                 | 12%        |
| 18-25     | 70                 | 70%        |
| 25-35     | 13                 | 13%        |
| 35-50     | 4                  | 4%         |
| Above 50  | 2                  | 2%         |
| Total     | 100                | 100%       |

**INTERPRETATION:**

Respondents are more from the age group of 18-25. So company should make strategy in future so that other age groups may also get informed about the company.

## I GOT TO KNOW ABOUT JIO NETWORK FROM -

**Table No. 2**

| <b>Media</b>       | <b>No. of respondents</b> | <b>Percentage</b> |
|--------------------|---------------------------|-------------------|
| Print Media        | 15                        | 15%               |
| Audio-Visual Media | 22                        | 22%               |
| Friends/Neighbors  | 35                        | 35%               |
| Social Networks    | 28                        | 28%               |
| Total              | 100                       | 100%              |

### **INTERPRETATION:**

In the above chart, 35% of respondents were come to know about the JIO Subscriber Identity Module through Friends/Neighbours. E-media is best for the promotion and advertisement in this era and company should promote in this media more rigorously to get more response.

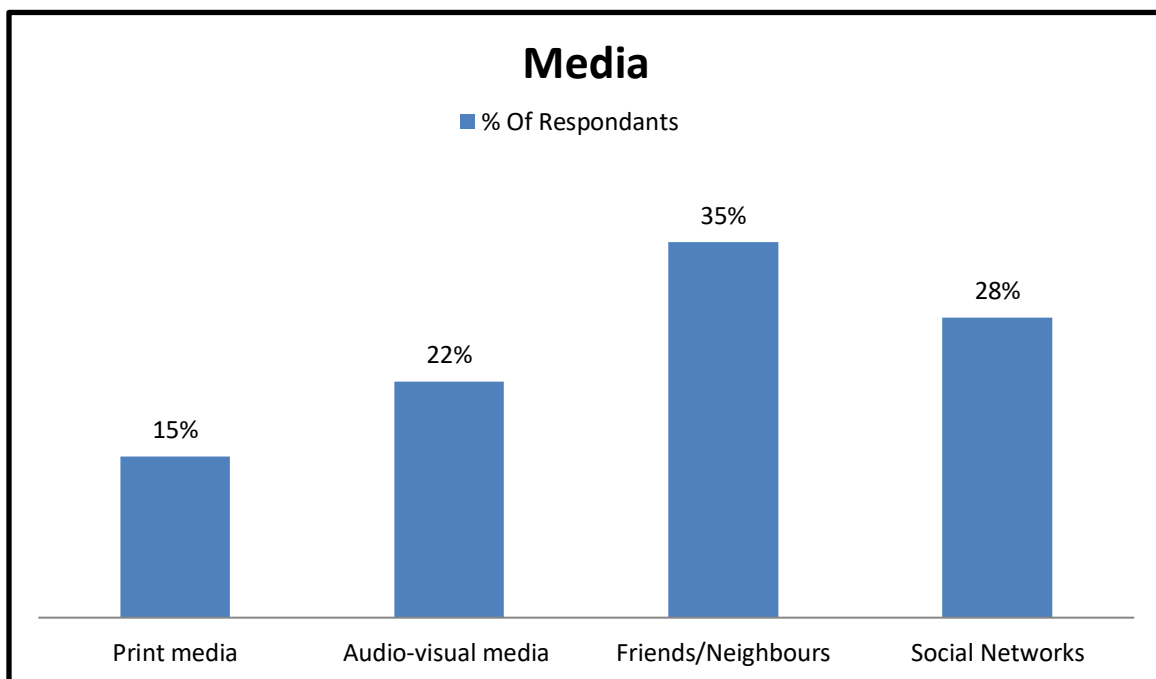
**THE TELECOMMUNICATION BRAND I USE -****Table No. 3**

| <b>Brand</b> | <b>No. of respondents</b> | <b>Percentage</b> |
|--------------|---------------------------|-------------------|
| Vodafone     | 10                        | 10%               |
| JIO          | 63                        | 63%               |
| Airtel       | 16                        | 16%               |
| Other        | 11                        | 11%               |
| Total        | 100                       | 100%              |

**INTERPRETATION:**

From the above graph, we see that Airtel has captured 16% market share in the survey area

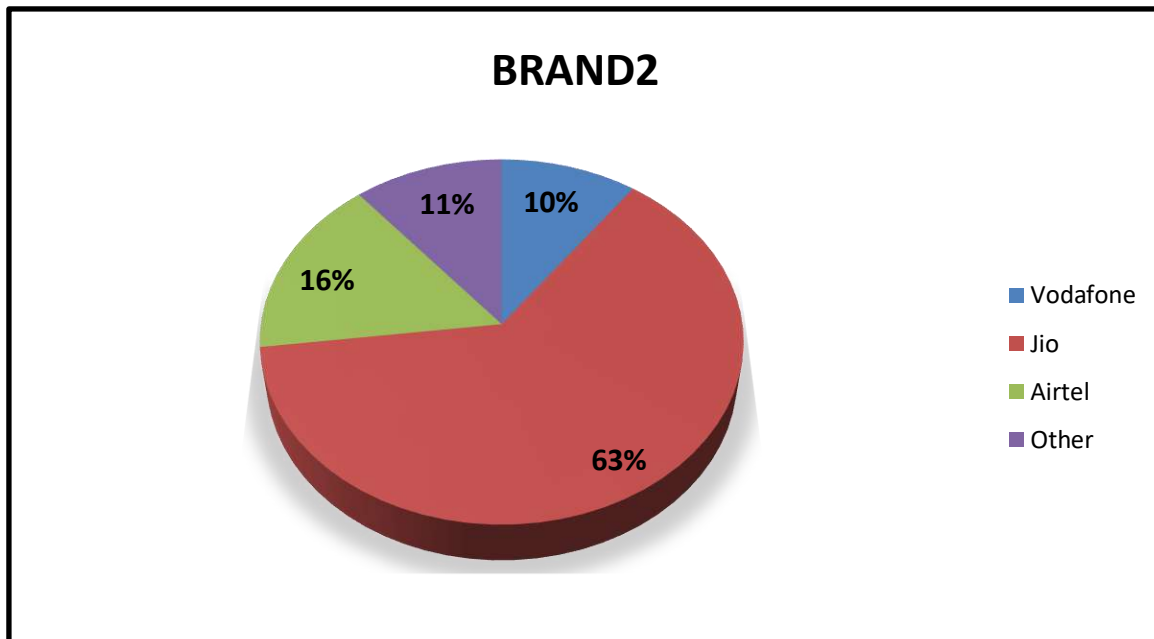
And



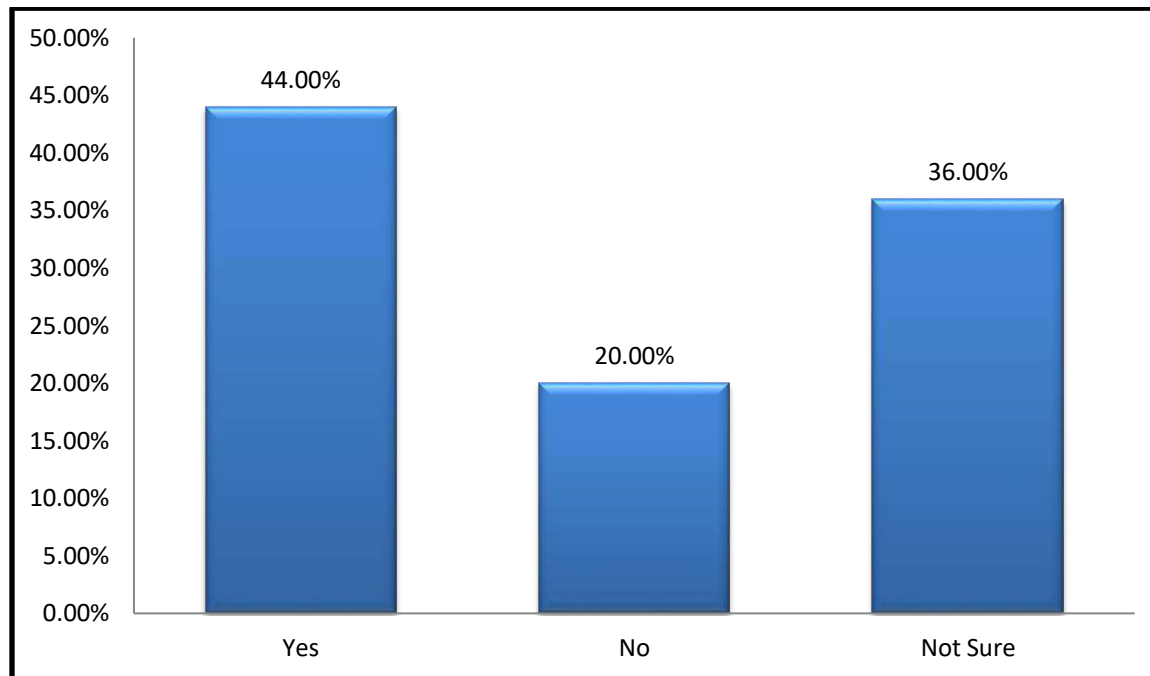
respondents have JIO, JIO needs to retain its share in the market.

**IF I'M NOT USING JIO, AM I PLANNING, IN NEAR FUTURE, TO SWITCH THE NETWORK -****Table No. 4**

| Response | No. of respondents | % of Respondents |
|----------|--------------------|------------------|
| Yes      | 44                 | 44%              |
| No       | 20                 | 20%              |
| Not Sure | 36                 | 36%              |
| Total    | 100                | 100%             |







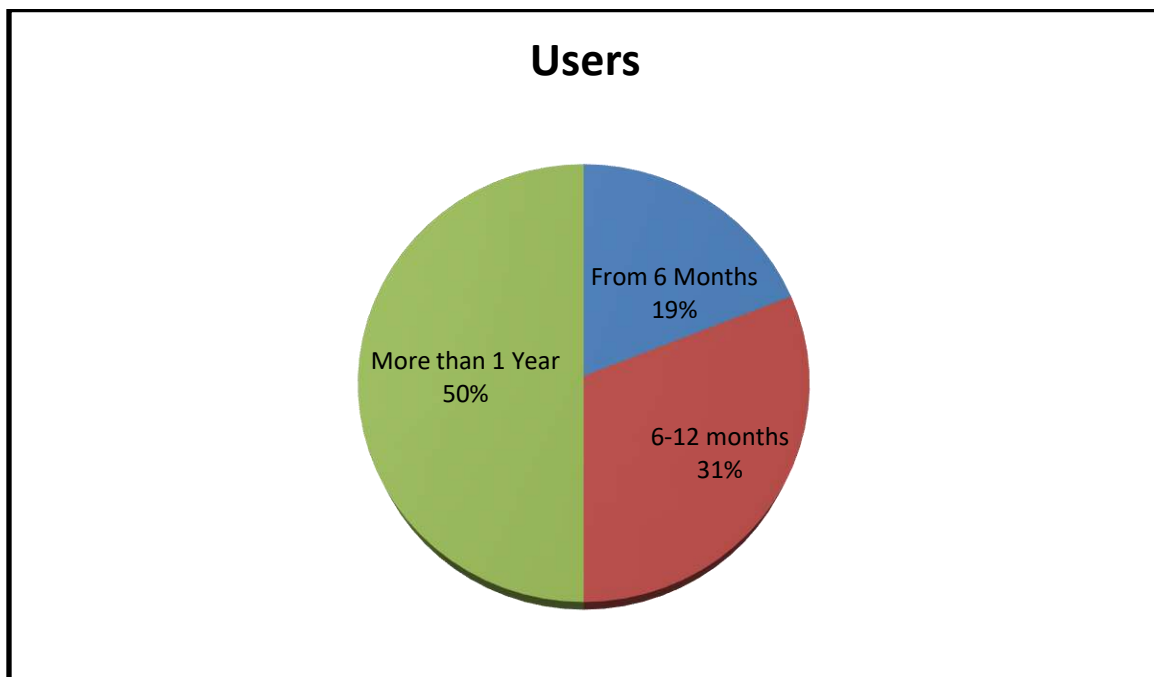
**INTERPRETATION:**

- 44% of respondents says the will convert to JIO Network.
- 20% of respondents say they will not convert to JIO Network.
- 36% of respondents say they are not sure about converting.

44% Respondents said that they are thinking of switching their network to JIO, which is good.

**I'M USING RELIANCE JIO SERVICES SINCE -****Table No.5**

| Users             | No. of respondents | % of respondents |
|-------------------|--------------------|------------------|
| From 6 Months     | 19                 | 19%              |
| 6-12 months       | 31                 | 31%              |
| More than 1 Month | 50                 | 50%              |
| Total             | 100                | 100%             |

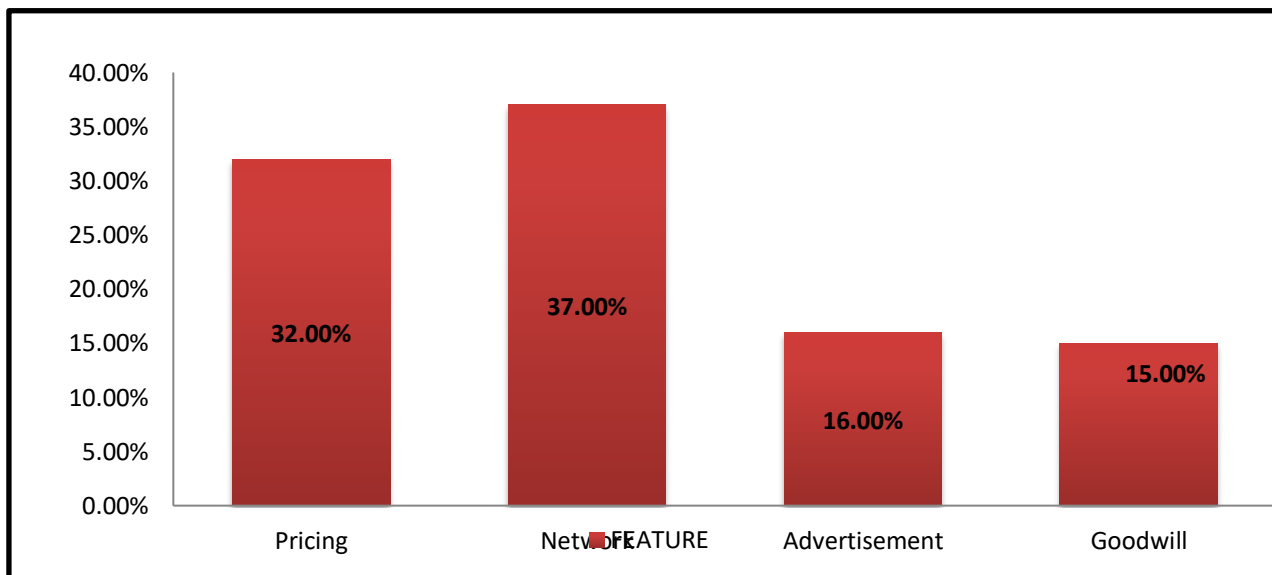
**INTERPRETATION:**

- 50% of respondents are user of JIO from more than a year.
- 31% of respondents are user of JIO from 6-12 months.
- 19% of respondents are user JIO from 6 months.

Recently no. of JIO users have increased, so we can say company is on right track but needs to maintain its position in the market.

**THE FEATURE OF RELIANCE JIO THAT CONVINCED ME TO USE IT -****Table No.6**

| Convincing factor | No. of respondents | % of respondents |
|-------------------|--------------------|------------------|
| Pricing           | 32                 | 32%              |
| Network           | 37                 | 37%              |
| Advertisement     | 16                 | 16%              |
| Goodwill          | 15                 | 15%              |
| Total             | 100                | 100%             |

**INTERPRETATION:**

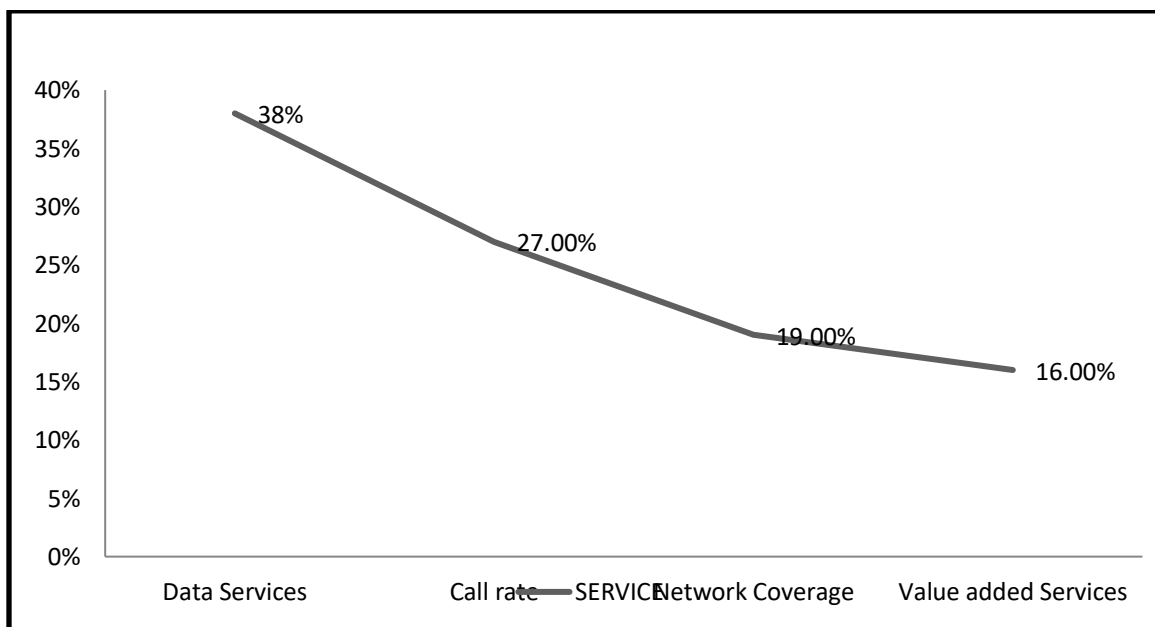
- 32% of respondents are convinced with pricing.
- 37% of respondents are convinced with network.
- 16% of respondents are convinced with Advertisement.
- 15% of respondents are convinced with goodwill.

Most of the customers are satisfied with the network only.

### THE SERVICE I LIKE THE MOST WHILE USING THE RELIANCE JIO SERVICES -

**Table No.7**

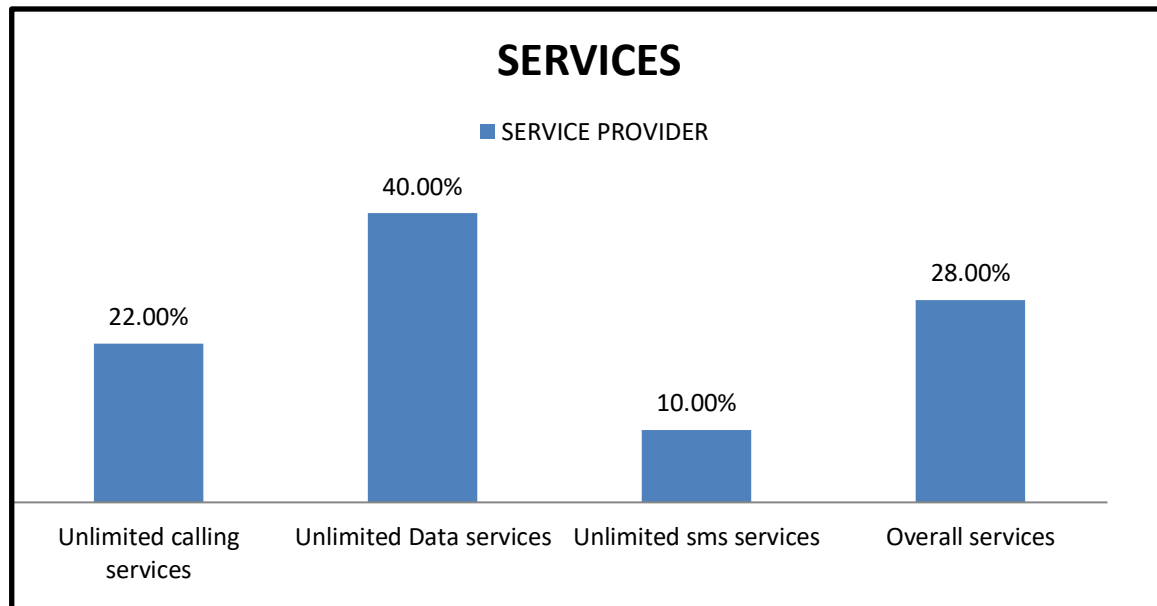
| Services             | No. of respondents | % of respondents |
|----------------------|--------------------|------------------|
| Data services        | 38                 | 38%              |
| Call rate            | 27                 | 27%              |
| Network coverage     | 19                 | 19%              |
| Value added services | 16                 | 16%              |
| Total                | 100                | 100%             |



#### INTERPRETATION:

- 38% of respondents are in favor of Data services.
- 27% of respondents are in favor of Call rates.
- 19% of respondents are in favor of Network coverage.
- 16% of respondents are in favor of Value added services.

38% of the respondents like the data services provided by the company, which is good but it needs to enhance its other services too.



**I'VE CHOSEN JIO AS YOUR SERVICE PROVIDER BECAUSE OF -**

**Table No.8**

| Choose the service         | No. of respondents | % of respondents |
|----------------------------|--------------------|------------------|
| Unlimited calling services | 22                 | 22%              |
| Unlimited Data services    | 40                 | 40%              |
| Unlimited SMS services     | 10                 | 10%              |
| Overall services           | 28                 | 28%              |
| Total                      | 100                | 100%             |

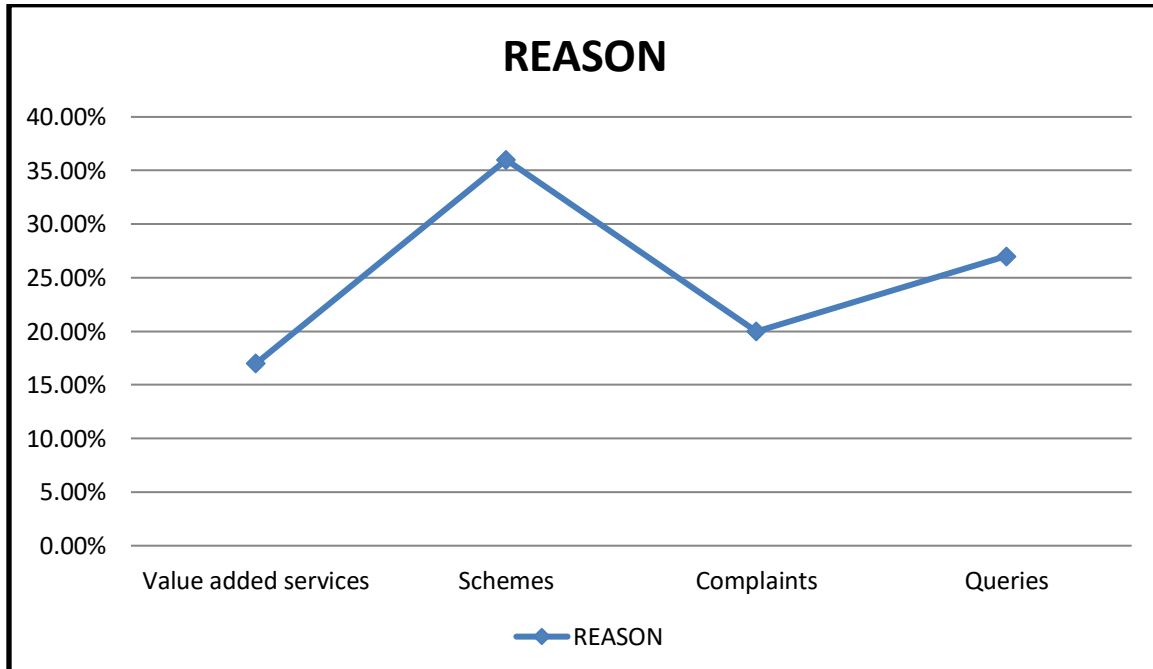
**INTERPRETATION:**

- 22% of respondents are chosen to Unlimited calling services.
- 40% of respondents are chosen to Unlimited Data services.
- 10% of respondents are chosen to Unlimited SMS services.
- 28% of respondents are chosen to overall services.

Most customers are using JIO Network just because of unlimited data services and many for unlimited calling.

**IF I'D CALL CUSTOMER CARE, IT COULD BE FOR -****Table No.9**

| Reason               | No. of respondents | % of respondents |
|----------------------|--------------------|------------------|
| Value added services | 17                 | 17%              |
| Schemes              | 36                 | 36%              |
| Complaints           | 20                 | 20%              |
| Queries              | 27                 | 27%              |
| Total                | 100                | 100%             |



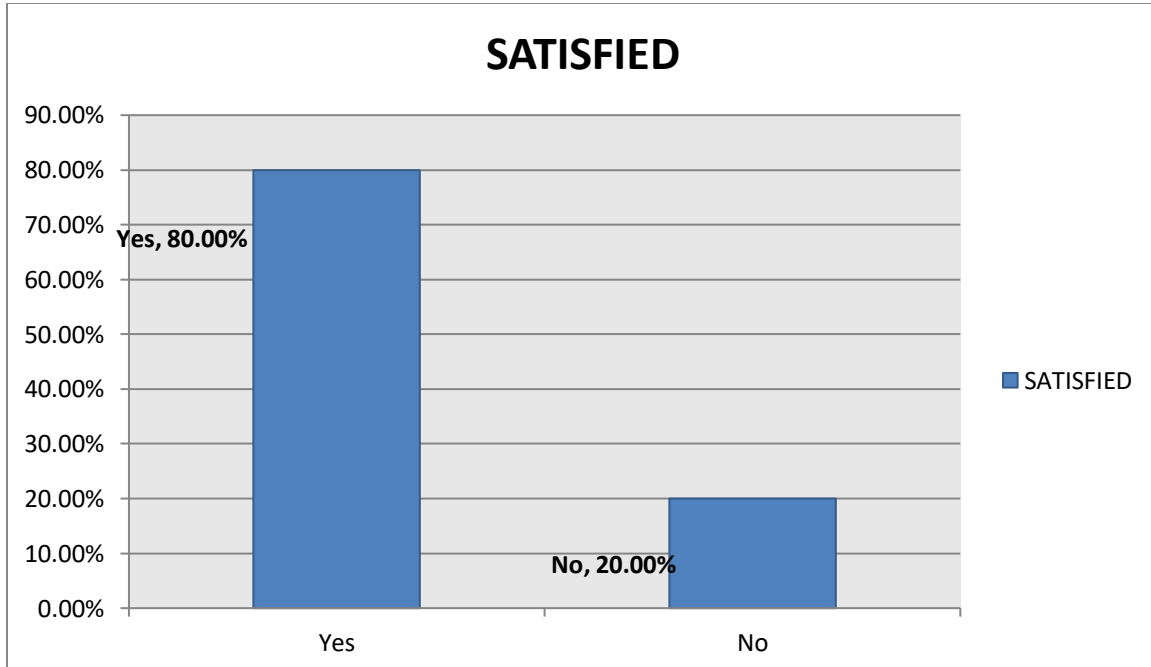
**INTERPRETATION:**

- 17% of respondents are made call for value added services.
- 36% of respondents are made call for new schemes.
- 20% of respondents are made call for complaints.
- 27% of respondents are made call for other queries.

Customers call at customer care services for new schemes mostly, thus, company needs to ensure that they update their schemes.

**AM I SATISFIED, AS A CUSTOMER WITH RELIANCE JIO SERVICES -****Table No.10**

| Satisfaction level | No. Of respondents | % Of respondents |
|--------------------|--------------------|------------------|
| Yes                | 80                 | 80%              |
| No                 | 20                 | 20%              |
| Total              | 100                | 100%             |



## **INTERPRETATION:**

- 80% of respondents are satisfied.
- 20% of respondents are not satisfied.

20% of the respondents are not satisfied, either with service or company. Company has to go to the roots as to why customers are not satisfied and evaluate and correct it.



## **LIMITATIONS**

- The researcher faced following limitations during his training:
- The respondents were hesitating in sharing the information.
- The sample size is very small in comparison to the actual population.
- There were only 45 days for the completion of the project.

## **CONCLUSION**

Reliance JIO has become a very successful brand in India & providing customer satisfaction is to be their main motive. It provides unlimited free calling and data services & SMS on the move as people are more dependent on it in their daily lives like wide network coverage and good 4G services.

Reliance JIO possesses congestion free & wide network coverage, attractive 4G schemes & customer services as well as lifetime roaming free services. Providing customer satisfaction is the most crucial step of the company as they are to be satisfied and provides Internet access on the move such as Wide network coverage and good 4G services as they are important and technology advanced stuff required by almost everybody in today's environment

From the details it can be concluded that 80% of Reliance JIO users preferred to remain with Reliance JIO and fully satisfied. Also good number of customers who are willing to switch from their respective subscribers showed interest in Reliance JIO. 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.

Hence, hypothesis H1 i.e. Data speed and pricing of a JIO network has a significant impact on customer satisfaction is justified. Whereas, hypothesis H0 i.e. Data speed and pricing of a JIO network has an insignificant impact on customer satisfaction is not justified.

## **SUGGESTION**

1. In today's era the Reliance JIO must focus on rural areas to get the people attention and gather the rural people's interest. Because most of rural customers are not having the knowledge about Reliance JIO. Spread out the awareness about Reliance JIO in deep rural areas through hoardings, door to door awareness programs, posters, etc. because huge customer base is missing out due to unawareness of rural public.
2. Replenish the products on Retailer's shop on right time, where it is lacking. Customers complain a lot for this issue which they face. For this company needs to improve its distribution channel so this problem can be solved.
3. Remove (exterminate) the problem of calling congestion & call drop. Improved technical team would be required to tackle the situation.
4. Make the advertisement of Reliance JIO by putting hoardings, boards, posters, and neon (electric) sign boards in every areas. It should be highlighted punch line "JIO DIGITAL LIFE"
5. Get the feedback from existing customers about Reliance JIO and take the reference for making new customers.
6. We should try building a good relationship with all retailers, praise them, give them gifts, recognition & honor on several occasion for would help us a lot. They are in actual contact with customers, if retailers are happy with the company, they will spread this happiness to our customers too.
7. The customer care people and also employees in Reliance JIO should try to convey brand Reliance JIO while talking to customers.
8. Enhance the market penetration & shares in every market and give the high competition to others company in terms of customer satisfaction and of course overall services too.

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## **ANNEXURE**

**Questionnaire:**





- (a) Pricing
- (b) Network
- (c) Advertisements
- (d) Goodwill

**7. The services do I like the most while using the reliance JIO service -**

- (a) Data Services
- (b) Call Rate
- (c) Network Coverage
- (d) Value Added Services

**8. I've chosen JIO as my service provider because of -**

- (a) Unlimited Data Services
- (b) Unlimited Calling Services
- (c) Unlimited SMS Services
- (d) Overall Services

**9. If I'd call customer care, it could be for -**

- (a) Value Added Services
- (b) Schemes
- (c) Complaints
- (d) Queries

**10. Am I satisfied with Reliance JIO Services -**

- (a) Yes
- (b) No

