

# **Project Report**

**“A STUDY ON CUSTOMER SATISFACTION OF RELIANCE JIO”**

**Submitted to**

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

**Affiliated to**

**Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur**

In partial fulfillment for the award of the degree of

**Bachelor of Business Administration**

**Submitted by**

**HITESH ARVIND VAIDYA**

**Under the Guidance of**

**DR. KAMLESH THOTE**

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

**Academic Year 2022 – 23**





## **CERTIFICATE**

This is to certify that “**Hitesh Arvind Vaidya**” has submitted the project report titled “**A STUDY ON CUSTOMER SATISFACTION OF RELIANCE JIO**”, 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 Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

**DR. KAMLESH THOTE**  
(Project Guide)

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(Co-Ordinator)

**Place:**

**Date:**

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

**Academic Year 2022 – 23**



**DECLARATION**

I here-by declare that the project with title “**A STUDY ON CUSTOMER SATISFACTION OF RELIANCE JIO**” has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

**HITESH ARVIND VAIDYA**

**Place: Nagpur**

**Date:**



## **ACKNOWLEDGEMENT**

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

I am extremely thankful to my Project Guide **Dr. Kamlesh Thote** 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.

I will fail in my duty if I do not thank the non-Teaching staff of the college for their Co-operation.

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

**HITESH ARVIND VAIDYA**

**Place: Nagpur**

**Date:**

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# INTRODUCTION

## INTRODUCTION

After the globalization of India economy in 1991 the telecommunication sector remained one of the most happening sectors in India. The recent years witnesses rapid and dramatic changes in the field of telecommunications. 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.

A consumer may be referred to anyone engaged in evaluating, acquiring, using or disposing of services which he expects will satisfy his wants. If any producer makes out the marketing programmer ignoring the consumer preferences, he cannot possibly achieve his ultimate objectives. A manufacturer must plan his production and distribution to suit the consumer's convenience rather than his own. Therefore, a marketer must know more and more about the consumers, so that the products can be produced in such a fashion to give satisfaction to them.

In the year of 1989, the number of cell phone users in India was zero. In the year 1999, the number of cell phone users has gone up by 13 lakhs. In the year 2000, the number of cell phone users has risen by one million. Indian telecom sector added a staggering 227.27 million wireless mobile users in the 12 months between March 2010 and March 2011, while the overall tele density has increased to 81.82% as of 30 November 2015, and the total numbers of telephone phone users (mobile & landline) have reached 1009.46 million as of May, 2015. Now currently telephone subscriber (mobile & landline) is 1058.01 million (May 2016).

The company is reconfiguring to meet the growing demand for mobile services. It will differentiate our mobile services from our competitors through ongoing investment in

technology, distribution and customer services, providing both a great customer experience and competitive value.

The company has updated its retail footprint to a new Reliance JIO concept delivering a differentiated customer experience. A core part of our promise to customers is to ensure that their technical experts in store transfer all their personal data to their new LYF phone allowing them to walk out of the store with their phone fully functional. Extensive trials of the new concept store across all markets have shown significant increases in both sales and customer satisfaction. The new concept will be rolled out globally over the next upcoming years.



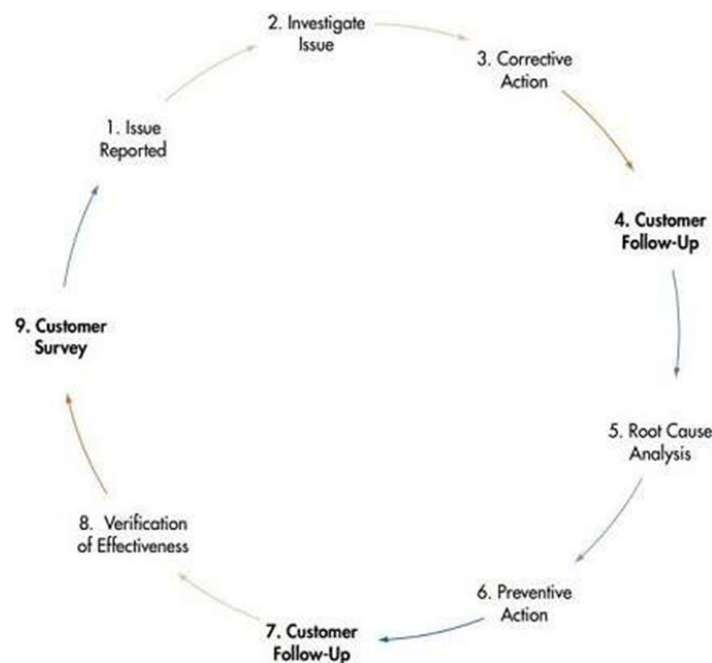
## WHAT IS CUSTOMER SATISFACTION?

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services.

An organization's main focus must be to satisfy its customers. This applies to industrial firms, retail and wholesale businesses, government bodies, service companies, nonprofit organizations, and every subgroup within an organization.

## WHAT DOES IT TAKE TO SATISFY THE CUSTOMER?

Organizations should not assume they know what the customer wants. Instead, it is important to understand the voice of the customer, using tools such as customer surveys, focus groups, and polling. Using these tools, organizations can gain detailed insights as to what their customers want and better tailor their services or products to meet or exceed customer expectations.



# COMPANY PROFILE

## RELIANCE JIO COMPANY PROFILE

Reliance Jio Infocomm Limited, doing business as Jio, is an Indian telecommunications company and a subsidiary of Jio Platforms, headquartered in Navi Mumbai, Maharashtra, India. It operates a national LTE network with coverage across all 22 telecom circles. Jio offers 4G and 4G+ services all over India and 5G service in many cities. Its 6G service is in the works.

Jio soft launched on 27 December 2015 with a beta for partners and employees and became publicly available on 5 September 2016. It is the largest mobile network operator in India and the third largest mobile network operator in the world with over 42.62 crore (426.2 million) subscribers.

In September 2019, Jio launched a fiber to the home service, offering home broadband, television, and telephone services. As of September 2020, Reliance Industries has raised ₹1.65 lakh crore (US\$21 billion) by selling nearly 33% equity stake in Jio Platforms.

The company was registered in Ambawadi, Ahmedabad, Gujarat on 15 February 2007 as Infotel Broadband Services Limited (IBSL). In June 2010, Reliance Industries (RIL) bought a 95% stake in IBSL for ₹4,800 crore (equivalent to ₹91 billion or US\$1.1 billion in 2020). 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 throughout the country by the end of 2015. However, four months later in October, the company postponed the launch to the first quarter of the financial year 2016–2017. Later, in July 2015, 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 license to Jio by the Government of India. The PIL also alleged that the firm was being allowed to provide voice telephony along with its 4G data service, by paying an additional fee of just ₹165.8 crore (US\$21 million) which was arbitrary and unreasonable, and contributed to a loss of ₹2,284.2 crore (US\$290 million) to the exchequer. The Indian Department of Telecommunications (DoT), however, 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. The 4G services were launched internally on 27 December 2015. The company commercially launched its 4G services on 5 September 2016, offering free data and voice services until 31 December, which was later extended until 31 March 2017. Within the first month, Jio announced that it had acquired 1.6 crore (16 million) subscribers and has crossed 5 crore (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 13 crore (130 million) subscribers. On 5 October 2022, it has launched 5G services to Delhi, Mumbai, Kolkata and Chennai. Varanasi, Siliguri, Bangalore, Hyderabad and Nagpur.

## NETWORK

### Spectrum frequency holding summary

Jio owns spectrum in 850 MHz and 1,800 MHz bands in India's 22 circles, and also owns pan-India licensed 2,300 MHz spectrum. The spectrum is valid until 2035. Jio also picked up pan-India licenses in the 700 MHz, 3,500 MHz and 26 GHz spectrum bands in the DoT's 2022 5G auction.

| <u>Telecom circle coverage</u>           | <u>FD-NR 700MHz Band n28</u> | <u>FD-LTE 850MHz Band 5</u> | <u>FD-LTE 1800MHz Band 3</u> | <u>TD-LTE 2300MHz Band 40</u> | <u>TD-NR 3500MHz Band n78</u> | <u>TD-NR 26GHz Band n258</u> |
|--|------------------------------|-----------------------------|------------------------------|-------------------------------|-------------------------------|------------------------------|
| <u>Delhi</u>                             | ✓                            | ✓                           | ✓                            | ✓                             | ✓                             | ✓                            |
| <u>Mumbai</u>                            | ✓                            | ✓                           | ✓                            | ✓                             | ✓                             | ✓                            |
| <u>Kolkata</u>                           | ✓                            | ✓                           | ✓                            | ✓                             | ✓                             | ✓                            |
| <u>Andhra Pradesh &amp; Telangana</u>    | ✓                            | ✓                           | ✓                            | ✓                             | ✓                             | ✓                            |
| <u>Gujarat</u>                           | ✓                            | ✓                           | ✓                            | ✓                             | ✓                             | ✓                            |
| <u>Karnataka</u>                         | ✓                            | ✓                           | ✓                            | ✓                             | ✓                             | ✓                            |
| <u>Maharashtra &amp; Goa</u>             | ✓                            | ✓                           | ✓                            | ✓                             | ✓                             | ✓                            |
| <u>Tamil Nadu</u>                        | ✓                            | ✓                           | ✓                            | ✓                             | ✓                             | ✓                            |
| <u>Haryana</u>                           | ✓                            | ✓                           | ✓                            | ✓                             | ✓                             | ✓                            |
| <u>Kerala</u>                            | ✓                            | ✓                           | ✓                            | ✓                             | ✓                             | ✓                            |
| <u>Madhya Pradesh &amp; Chhattisgarh</u> | ✓                            | ✓                           | ✓                            | ✓                             | ✓                             | ✓                            |
| <u>Punjab</u>                            | ✓                            | ✓                           | ✓                            | ✓                             | ✓                             | ✓                            |
| <u>Rajasthan</u>                         | ✓                            | ✓                           | ✓                            | ✓                             | ✓                             | ✓                            |
| <u>Uttar Pradesh (East)</u>              | ✓                            | ✓                           | ✓                            | ✓                             | ✓                             | ✓                            |
| <u>Uttar Pradesh (West)</u>              | ✓                            | ✓                           | ✓                            | ✓                             | ✓                             | ✓                            |
| <u>West Bengal</u>                       | ✓                            | ✓                           | ✓                            | ✓                             | ✓                             | ✓                            |
| <u>Assam</u>                             | ✓                            | ✓                           | ✓                            | ✓                             | ✓                             | ✓                            |
| <u>Bihar &amp; Jharkhand</u>             | ✓                            | ✓                           | ✓                            | ✓                             | ✓                             | ✓                            |
| <u>Himachal Pradesh</u>                  | ✓                            | ✓                           | ✓                            | ✓                             | ✓                             | ✓                            |
| <u>Jammu and Kashmir &amp; Ladakh</u>    | ✓                            | ✓                           | ✓                            | ✓                             | ✓                             | ✓                            |
| <u>North East</u>                        | ✓                            | ✓                           | ✓                            | ✓                             | ✓                             | ✓                            |
| <u>Odisha</u>                            | ✓                            | ✓                           | ✓                            | ✓                             | ✓                             | ✓                            |

## **Products and 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

### **Jio Fiber**

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 Jio Fiber, 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 Jio Fiber subscribers. In the year 2015, the company has a network of more than 250,000 km (160,000 mi) 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



## **Jio Business**

In March 2021, the company has launched connectivity solutions for businesses bundled with services provided by Jio Platforms, Reliance Retail and Office 365.

## **Jio Branded Devices**

### **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 smartphone series 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.



## Jio Phone

Jio Phone 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 on the Kai OS 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 Hello Jio), and a Jio-branded application store. It also supports a "TV cable" accessory for output to an external display. In July 2018, the company unveiled the Jio Phone 2, an updated model in a keyboard bar form factor with a QWERTY keyboard and horizontal display. Jio also announced that Facebook, WhatsApp, and YouTube apps would become available for the two phones.



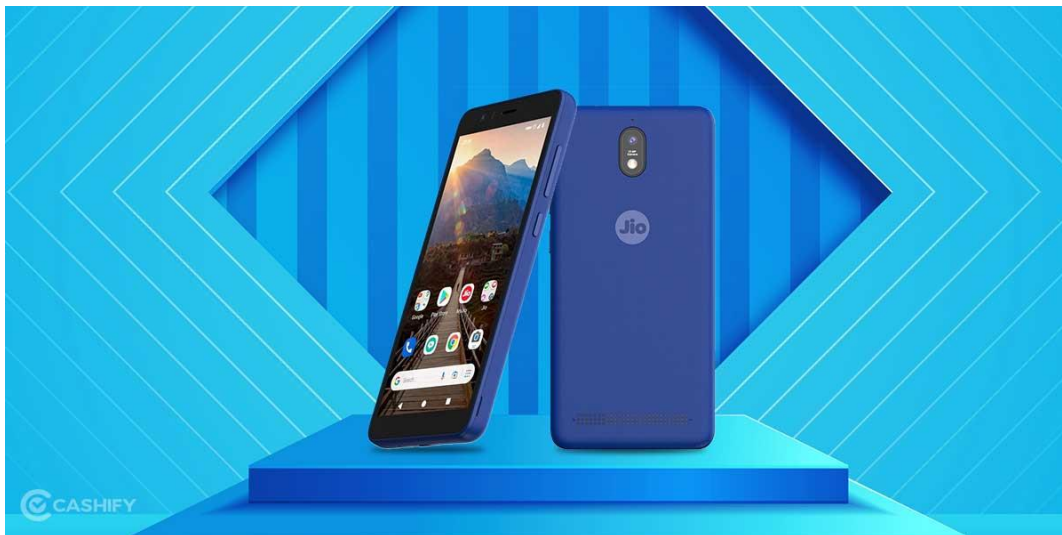


## **Jio net Wi-Fi**

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.

## **Jio Phone Next**

On 24 June 2021, Mukesh Ambani announced the launch of Jio Phone Next. It is a fully-featured Android smartphone co-developed with Google as part of its long-term partnership. The budget smartphone was launched in India on 4 November 2021. The Jio Phone Next will be run by the indigenously built Pragati OS based on Android Go operating system. This phone is classified as an entry-level phone and is aimed at replacing feature phones and providing basic smartphone services efficiently at low specifications.



## Jio apps

In May 2016, Jio launched a bundle of multimedia apps on Google Play as part of its upcoming 4G services. While the apps are available to download for everyone, a user will require a Jio SIM card to use some of them. Notable apps include:

Jio Pages – a web browser for Android devices

Jio Chat – instant messaging app

Jio Cinema – online HD video library

Jio Cloud – cloud-based backup tool

Jio Health – health services app

Jio News – e-reader for news

Jio Meet – video-conferencing platform

Jio Money – online payments/wallet app

Jio Saavn – for online and offline music streaming in English and Indian languages

Jio Security – security app

Jio TV – TV Channels streaming service

Jio Voice – VoLTE phone simulator

My Jio – manage Jio account and digital services associated with it

Jio Mart - Online shopping app



# LITERATURE REVIEW

## **LITERATURE REVIEW**

### **“A Study on Customer Satisfaction of Reliance Jio”**

**(Anurag Agarwal):**

- Reliance JIO has successfully captured its market in Kadi areas well.
- Most of the users are using dual SIM phones and hence they are using it as a secondary service as they do not want to change their old number.
- Customers are satisfied the 4G unlimited services as comparison to others Services.
- Reliance JIO Wi-Fi router which is highly appreciated by the users
- The competition among other mobiles Samsung, Redmi, Apple are high. LYF Handsets are used as a secondary phone by some users.

# SCOPE OF STUDY

## **SCOPE OF THE STUDY**

**From this project we have a broad knowledge on different aspects of Customer Satisfaction. Some of the aspects of Customer Satisfaction are:**

- To find out prospective customers.
- It helps in finding competitors strength as well as its weaknesses.
- This survey helps the company to find its loophole in overall services which is Provided by them.
- It is helpful to perceive the customers.
- It is helpful to understand and analyze the factors that influence the customers.

# OBJECTIVE AND LIMITATIONS OF STUDY

## **OBJECTIVES OF STUDY**

- To study customer satisfaction level of Reliance JIO products & Services.
- To find the market potential and market penetration of Reliance JIO products & services offerings.

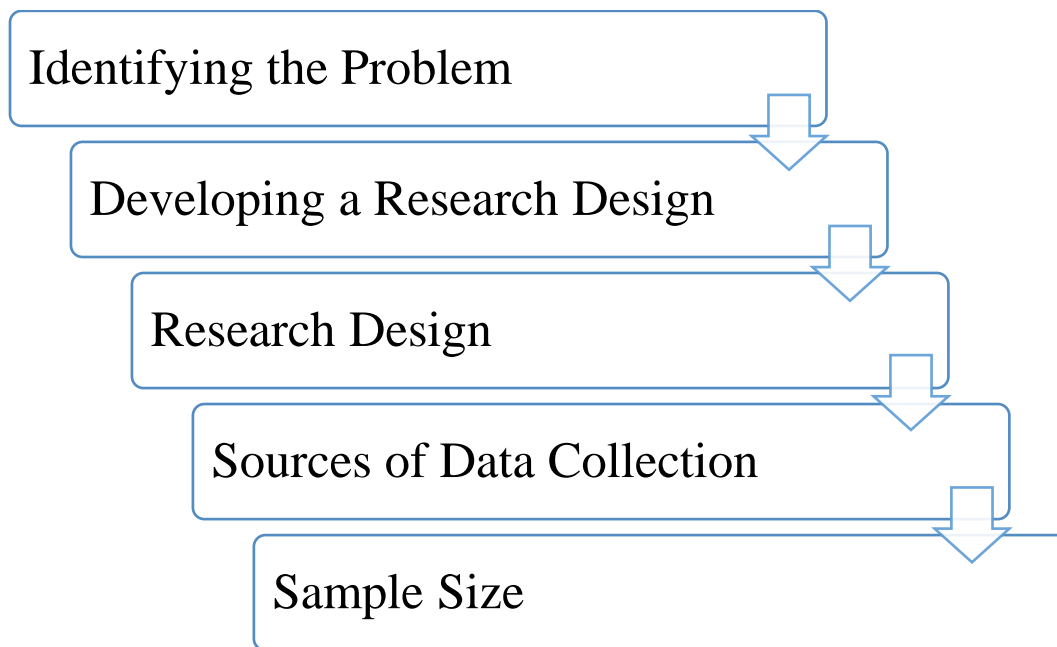
## **LIMITATIONS**

- Some of the response from customers were not valid enough which resulted in repetition of the answers.
- Customers behavior were unpredictable which may result in lack of accuracy in the data.



# RESEARCH METHODOLOGY

## RESEARCH METHODOLOGY



- The purpose of methodology is used to design the research procedure on impact of jio on youth. This includes the overall design of data, sampling procedure and collection of data and analyzes it.
- It is systematic process of gathering data and analyzing data to know the problem on marketing of goods and services.

### DESCRIPTIVE RESEARCH

It is also known as quantitative research.

This kind of research is design for investigation the problem. Develop the hypothesis on problem from a working point of view. It is fixed flexibility, which is needed to solve the problem, broadly decide first, is transform into many actual meanings in descriptive studies, which in fact may require changes in research procedure for gathering important data.

## **CHARACTERISTICS OF DESCRIPTIVE RESEARCH**

- Design is flexible
- No profit is come from sampling design
- In collection of data, we use unstructured instruments
- No fixed decision about the working procedures
- preplan design for analysis is not requires

## **FIELDWORK/DATA COLLECTION**

**Data sources of are two types: -**

### **1) PRIMARY DATA SOURCES: -**

Primary data can be collected through the questionnaire. Which contain the different question to measure the customer's perception and factor affecting? Primary data sources are very helpful for research.

### **2) SECONDARY DATA SOURCES: -**

Secondary data can be collected through books, magazines, newspaper, internet and other sources. I have collected the information about various cars offered by through internet and used books to understand the overall research Process.

### **DATA ANALYSIS: -**

Data will be analyzed through SPSS, MS Excel and other quantitative tools.

# HYPOTHESIS

## **HYPOTHESIS**

Hypothesis is usually considered as the principal instrument in research. Its main function is to suggest new experiments and observations. In fact, many experiments are carried out with the deliberate objects of testing hypothesis

**H<sub>0</sub>:** Customer are not satisfied with the services provided by the Reliance JIO.

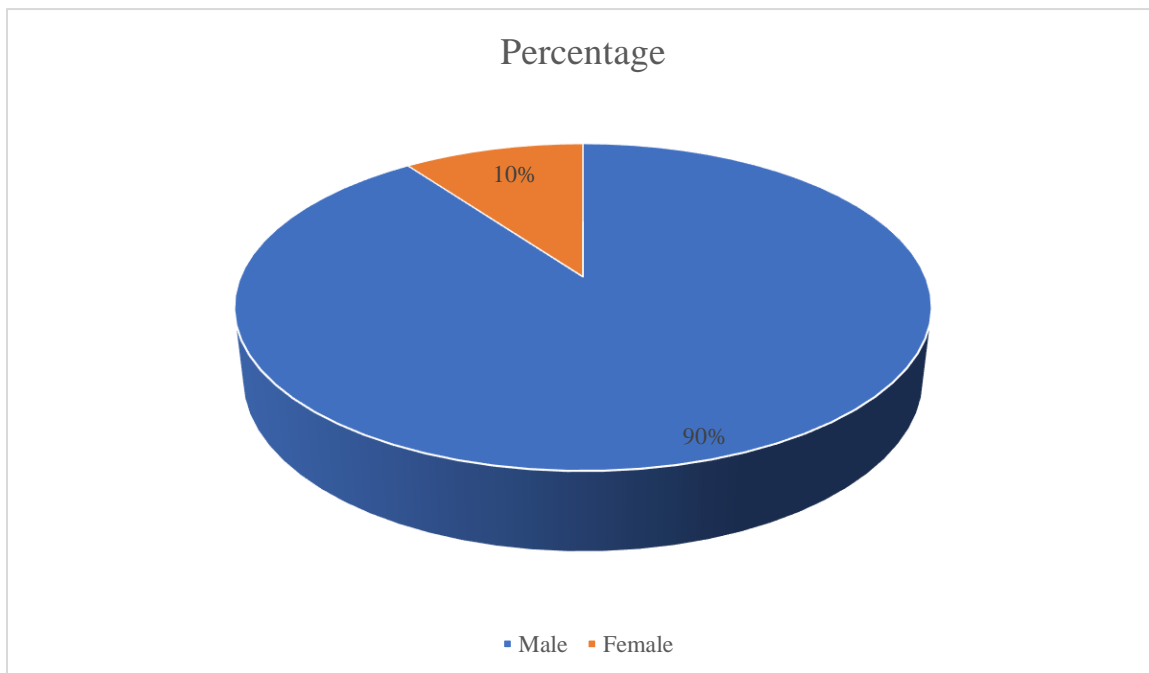
**H<sub>1</sub>:** Customer are satisfied with the services provided by the Reliance JIO.

# DATA ANALYSIS AND INTERPRETATION

## DATA ANALYSIS AND INTERPRETATION

### Q1: Gender

|               | FREQUENCY | PERCENTAGE | CUMULATIVE FREQUENCY |
|---------------|-----------|------------|----------------------|
| <b>Male</b>   | 27        | 90.0       | 27.0                 |
| <b>Female</b> | 3         | 10.0       | 30.0                 |
| <b>Total</b>  | 30        | 100.0      |                      |

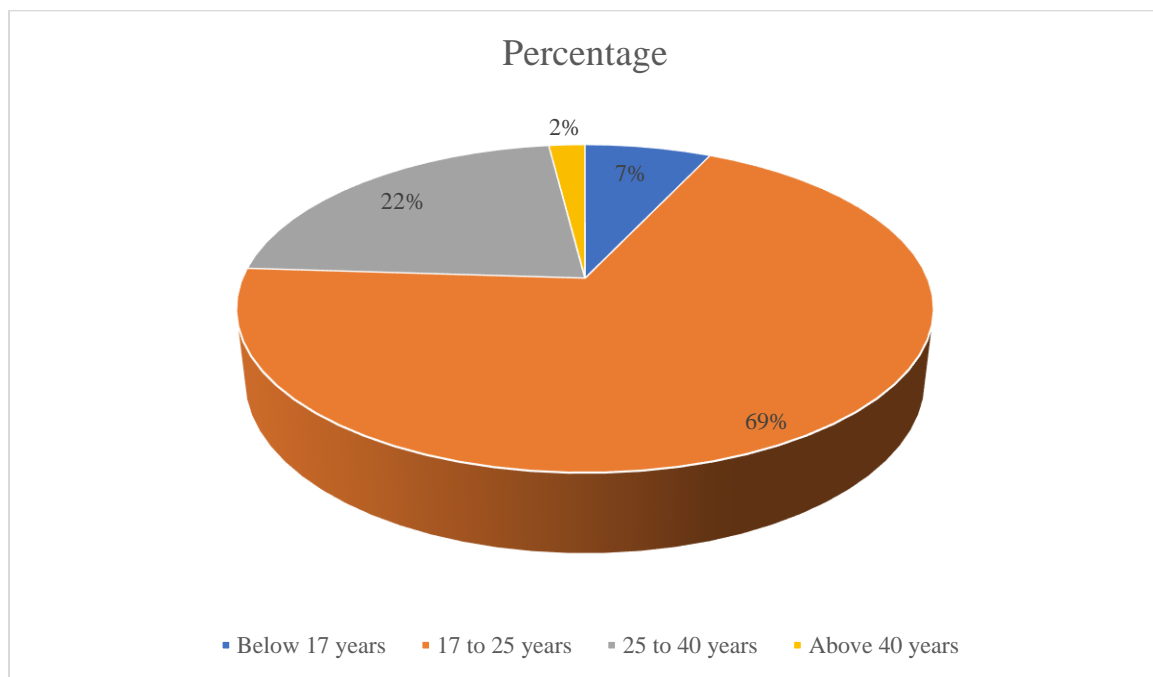


### INTERPRETATION:

In our research 27 respondents are male and 3 respondents are female.

**Q2: Age**

|                       | <b>FREQUENCY</b> | <b>PERCENTAGE</b> | <b>CUMULATIVE<br/>FREQUENCY</b> |
|-----------------------|------------------|-------------------|---------------------------------|
| <b>Below 17 years</b> | 2                | 7.0               | 2.0                             |
| <b>17 to 25 years</b> | 20               | 69.0              | 22.0                            |
| <b>25 to 40 years</b> | 7                | 22.0              | 29.0                            |
| <b>Above 40 years</b> | 1                | 2.0               | 30.0                            |
| <b>Total</b>          | 30               | 100.0             |                                 |

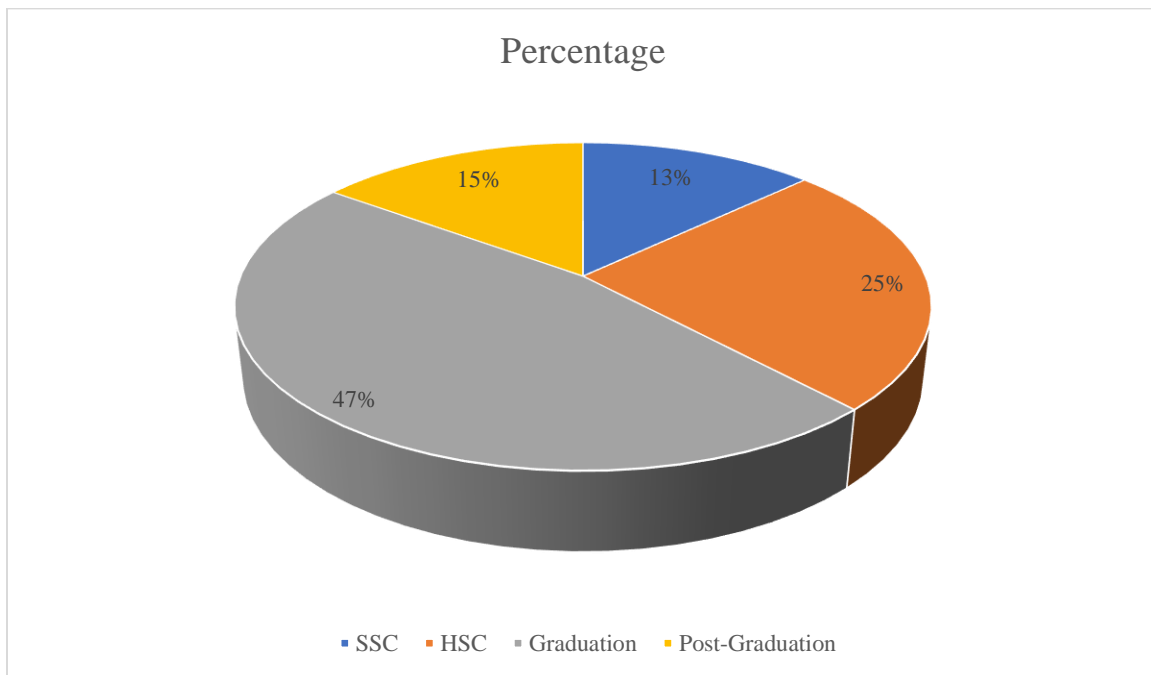
**INTERPRETATION:**

In our research 2 respondents under 17 years where, 20 respondents were in 17 to 25 years and 25 to 40 respondents are 7 in numbers and above 40 were only 1.



**Q3: Education**

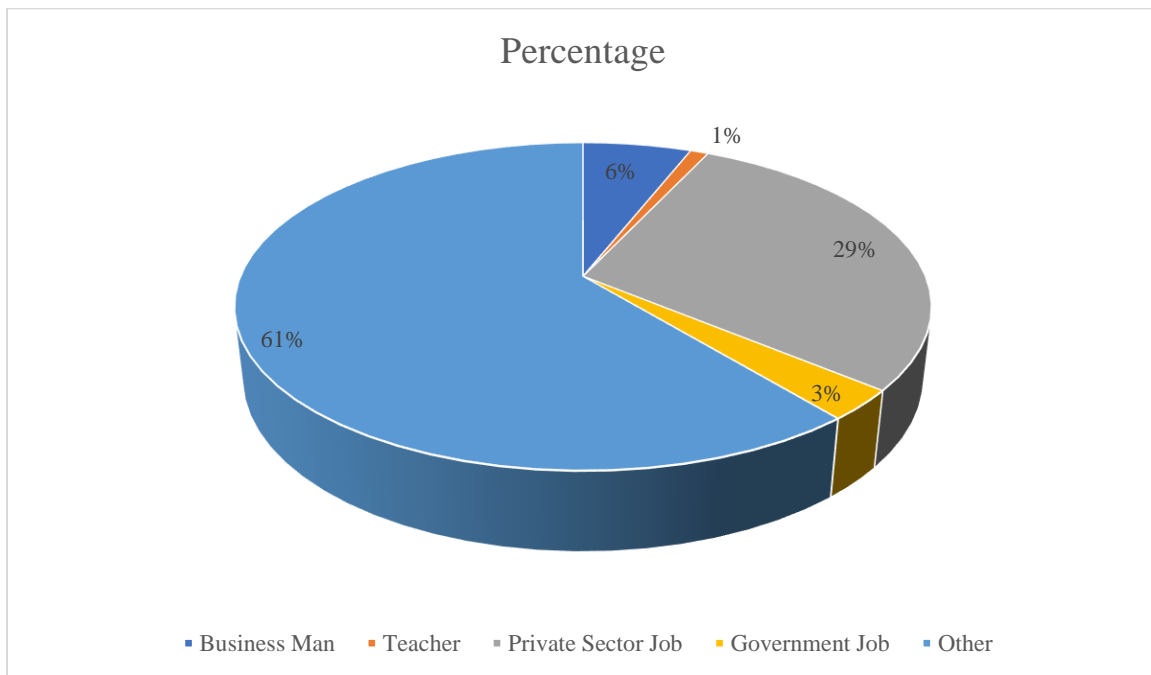
|                         | <b>FREQUENCY</b> | <b>PERCENTAGE</b> | <b>CUMULATIVE<br/>FREQUENCY</b> |
|-------------------------|------------------|-------------------|---------------------------------|
| <b>SSC</b>              | 4                | 13.0              | 4.0                             |
| <b>HSC</b>              | 7                | 25.0              | 11.0                            |
| <b>GRADUATION</b>       | 14               | 47.0              | 25.0                            |
| <b>POST- GRADUATION</b> | 5                | 15.0              | 30.0                            |
| <b>TOTAL</b>            | 30               | 100.0             |                                 |

**INTERPRETATION:**

In our research most respondent done graduation and second mostly has done HSC level and 5 respondent done post-Graduation. Only 4 respondents done SSC.

**Q4: Occupation**

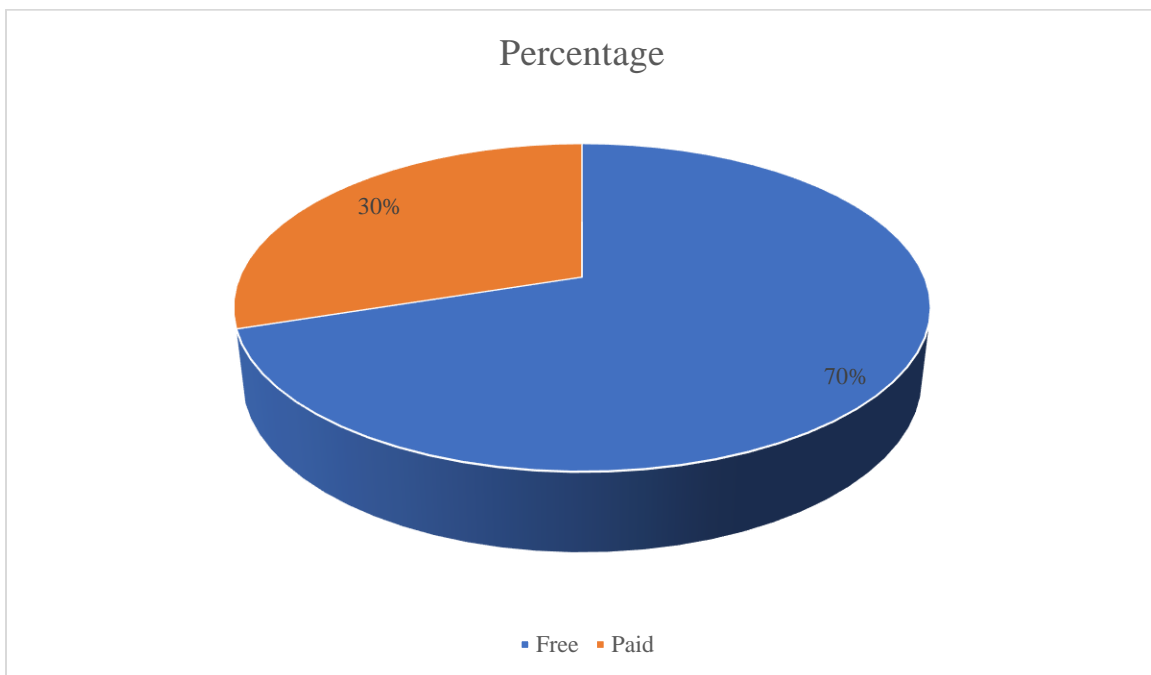
|                               | <b>FREQUENCY</b> | <b>PERCENTAGE</b> | <b>CUMULATIVE<br/>FREQUENCY</b> |
|-------------------------------|------------------|-------------------|---------------------------------|
| <b>BUSINESS MAN</b>           | 2                | 6.0               | 2.0                             |
| <b>TEACHER</b>                | 0                | 1.0               | 2.0                             |
| <b>PRIVATE SECTOR<br/>JOB</b> | 9                | 29.0              | 11.0                            |
| <b>GOVERNMENT JOB</b>         | 1                | 3.0               | 12.0                            |
| <b>OTHER</b>                  | 18               | 61.0              | 30.0                            |
| <b>TOTAL</b>                  | 30               | 100.0             |                                 |

**INTERPRETATION:**

In our research 9 people doing Private sector job. And 2 people doing Business. And 18 respondent doing others jobs. And 1 is doing Government Job.

**Q5: What is your current Jio-Package**

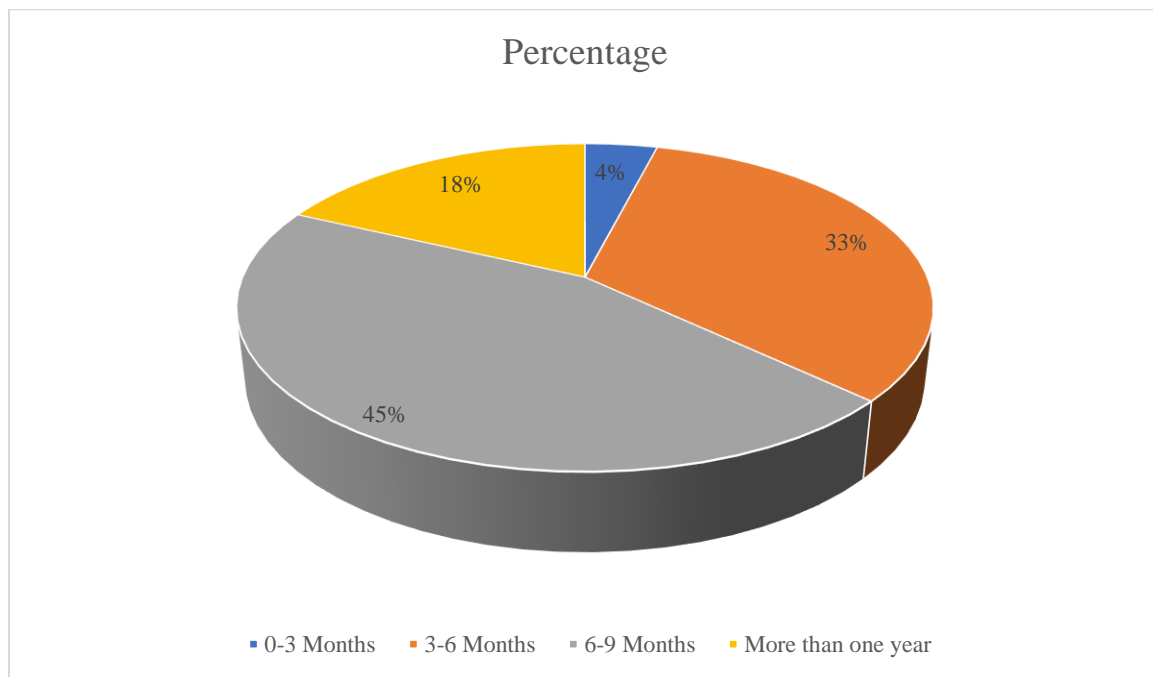
|              | <b>FREQUENCY</b> | <b>PERCENTAGE</b> | <b>CUMULATIVE<br/>FREQUENCY</b> |
|--------------|------------------|-------------------|---------------------------------|
| <b>FREE</b>  | 21               | 70.0              | 21.0                            |
| <b>PAID</b>  | 9                | 30.0              | 30.0                            |
| <b>TOTAL</b> | 30               | 100.0             |                                 |

**INTERPRETATION:**

The above question asked to know what package they are using. In our research most of respondent using 'Free' package. 9 respondents using 'Paid' service.

**Q6: How long you have been using Jio?**

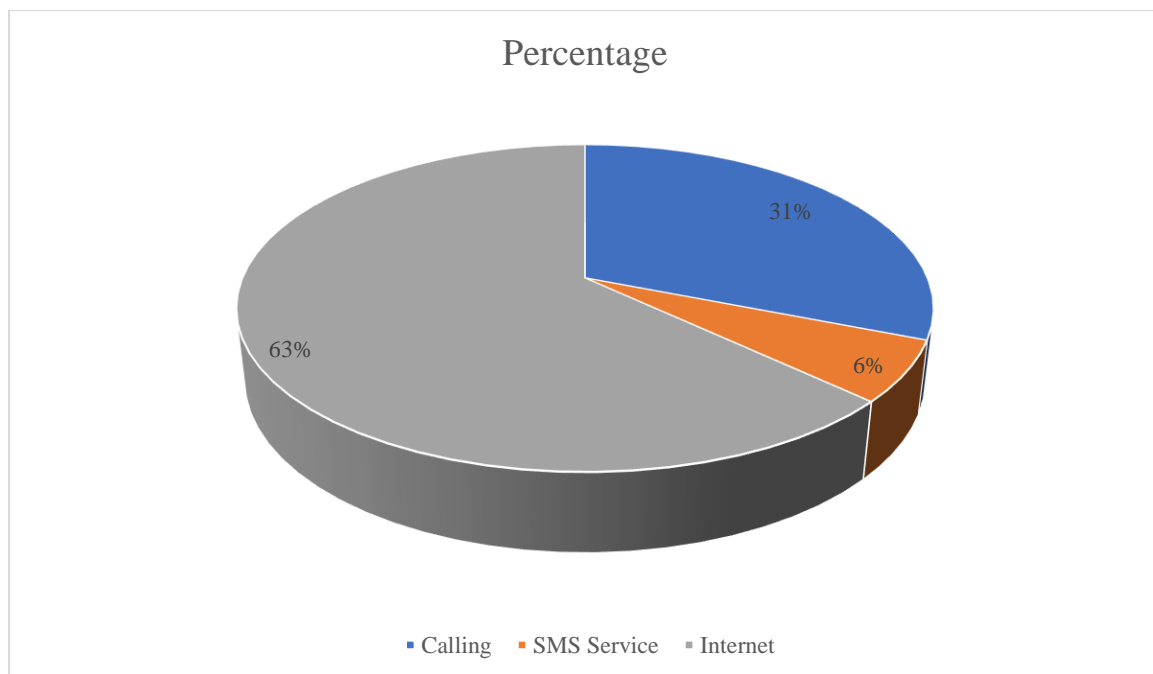
|                           | <b>FREQUENCY</b> | <b>PERCENTAGE</b> | <b>CUMULATIVE<br/>FREQUENCY</b> |
|---------------------------|------------------|-------------------|---------------------------------|
| <b>0-3 Months</b>         | 1                | 4.0               | 1.0                             |
| <b>3-6 Months</b>         | 10               | 33.0              | 11.0                            |
| <b>6-9 Months</b>         | 14               | 45.0              | 25.0                            |
| <b>More than one year</b> | 5                | 18.0              | 30.0                            |
| <b>Total</b>              | 30               | 100.0             |                                 |

**INTERPRETATION:**

The above question asked to know from how many days they are using Jio. In our 45% respondent using since 6 to 9 months. Where 18% respondent using jio from last 1 years. Only 4% respondent using Jio from last 3 months.

**Q7: Which services of Jio do you use the most?**

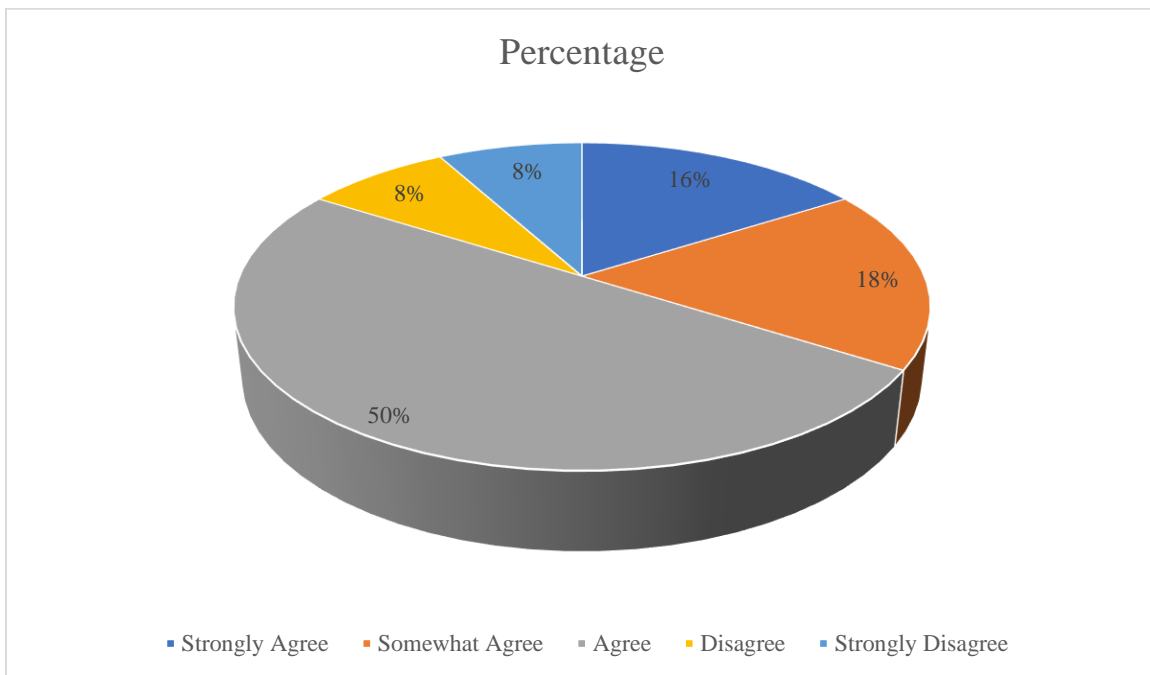
|                    | <b>FREQUENCY</b> | <b>PERCENTAGE</b> | <b>CUMULATIVE<br/>FREQUENCY</b> |
|--------------------|------------------|-------------------|---------------------------------|
| <b>Calling</b>     | 9                | 31.0              | 9.0                             |
| <b>SMS service</b> | 2                | 6.0               | 11.0                            |
| <b>Internet</b>    | 19               | 63.0              | 30.0                            |
| <b>Total</b>       | 30               | 100.0             |                                 |

**INTERPRETATION:**

The above question asked to know why people using Jio. In our research 63% respondent using for only 'Internet. Where 31% using Jio for calling only. Where 6% people using Jio for 'SMS service'.

**Q8: Jio has replaced the most existing service provider in India.**

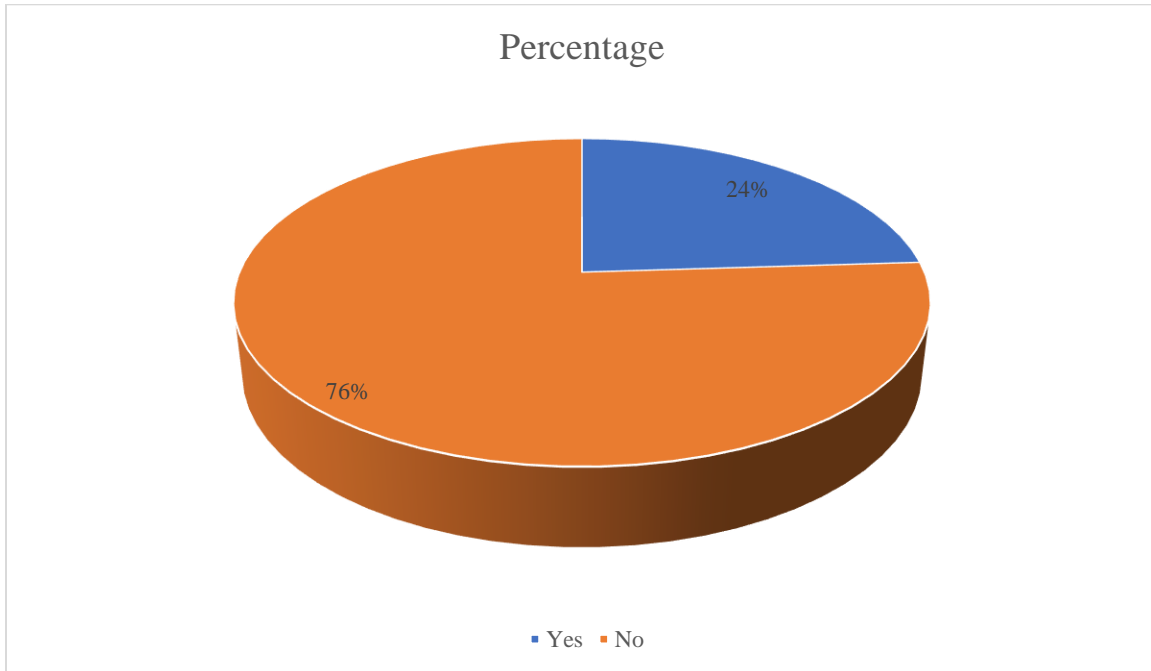
|                          | <b>FREQUENCY</b> | <b>PERCENTAGE</b> | <b>CUMULATIVE<br/>FREQUENCY</b> |
|--------------------------|------------------|-------------------|---------------------------------|
| <b>Strongly Agree</b>    | 5                | 16.0              | 5.0                             |
| <b>Somewhat Agree</b>    | 6                | 18.0              | 11.0                            |
| <b>Agree</b>             | 15               | 50.0              | 26.0                            |
| <b>Disagree</b>          | 2                | 8.0               | 28.0                            |
| <b>Strongly Disagree</b> | 2                | 8.0               | 30.0                            |
| <b>Total</b>             | 30               | 100.0             |                                 |

**INTERPRETATION:**

Above question asked to know perception towards service provider. In our research 50 % respondent thinks that the Jio replace most existing service provider in India. Where only 8% respondent disagree with it. 16% respondent Strongly agree about that.

**Q9: Do you think, Jio is a new trend of 5G internet in India?**

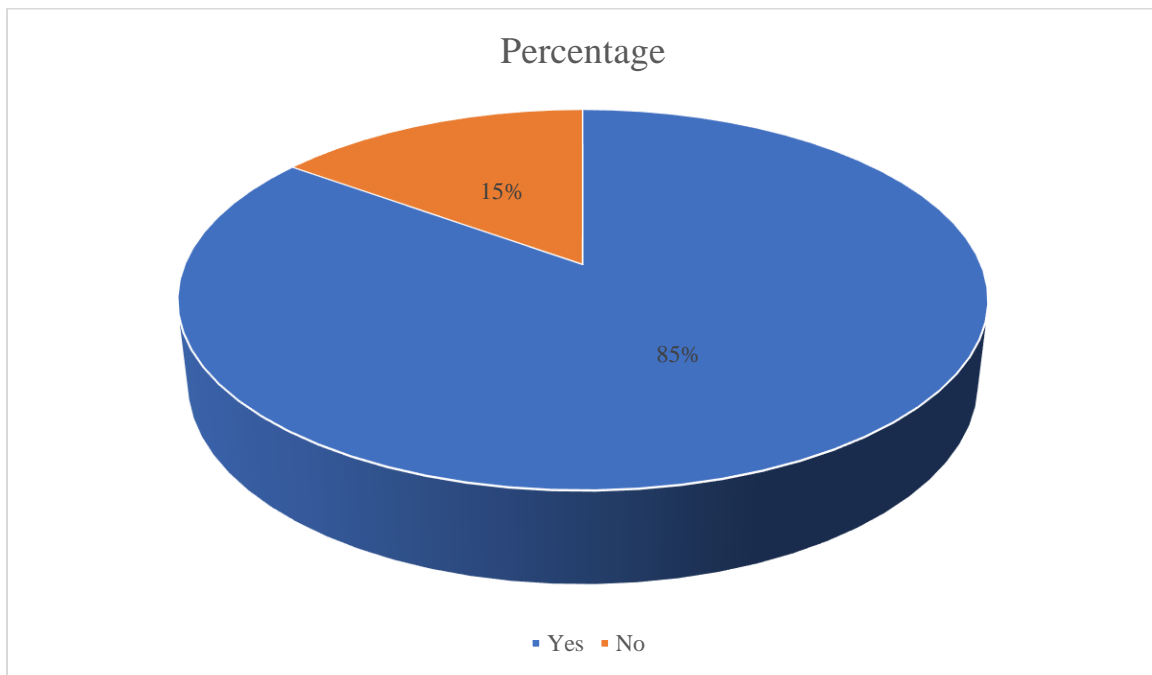
|              | <b>FREQUENCY</b> | <b>PERCENTAGE</b> | <b>CUMULATIVE FREQUENCY</b> |
|--------------|------------------|-------------------|-----------------------------|
| <b>Yes</b>   | 23               | 24.0              | 23.0                        |
| <b>No</b>    | 7                | 76.0              | 30.0                        |
| <b>Total</b> | 30               | 100.0             |                             |

**INTERPRETATION:**

In our research 24% people accept that Jio brings new trends in India. Where 76% respondent disagree with it.

**Q10: Do you think, Jio provides the best internet service?**

|              | <b>FREQUENCY</b> | <b>PERCENTAGE</b> | <b>CUMULATIVE<br/>FREQUENCY</b> |
|--------------|------------------|-------------------|---------------------------------|
| <b>Yes</b>   | 26               | 85.0              | 26.0                            |
| <b>No</b>    | 4                | 15.0              | 30.0                            |
| <b>Total</b> | 30               | 100.0             |                                 |

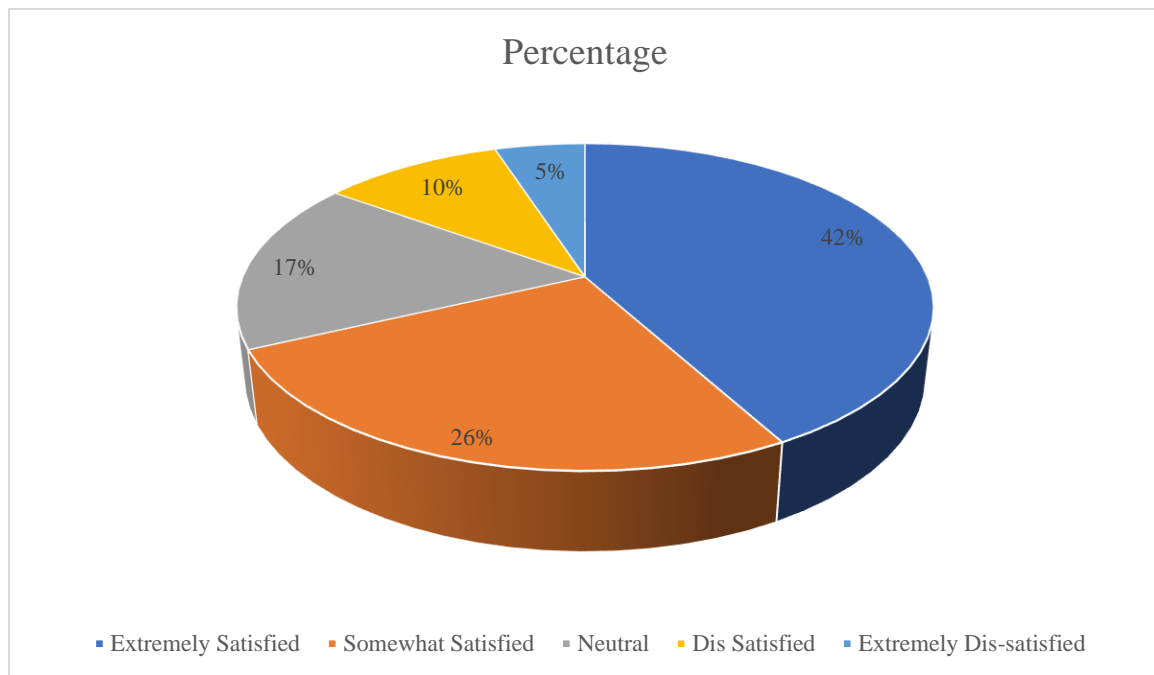
**INTERPRETATION:**

In our research 85% respondent agree that Jio provides best service in India. Where only 15% respondent thinks that Jio does not provide best service.



**Q11: How Satisfied you are with the Internet Facility of Jio?**

|                                     | <b>FREQUENCY</b> | <b>PERCENTAGE</b> | <b>CUMULATIVE<br/>FREQUENCY</b> |
|-------------------------------------|------------------|-------------------|---------------------------------|
| <b>Extremely Satisfied</b>          | 13               | 42.0              | 42.0                            |
| <b>Somewhat Satisfied</b>           | 8                | 26.0              | 68.0                            |
| <b>Neutral</b>                      | 5                | 17.0              | 85.0                            |
| <b>Dis Satisfied</b>                | 3                | 10.0              | 95.0                            |
| <b>Extremely Dis-<br/>satisfied</b> | 1                | 5.0               | 100.0                           |
| <b>Total</b>                        | 30               | 100.0             |                                 |

**INTERPRETATION:**

In our research 42% respondent extremely satisfied with Jio service. 5% respondent extremely dissatisfied with Jio service.

**Q12: Rank the services of Jio in terms of its quality.**

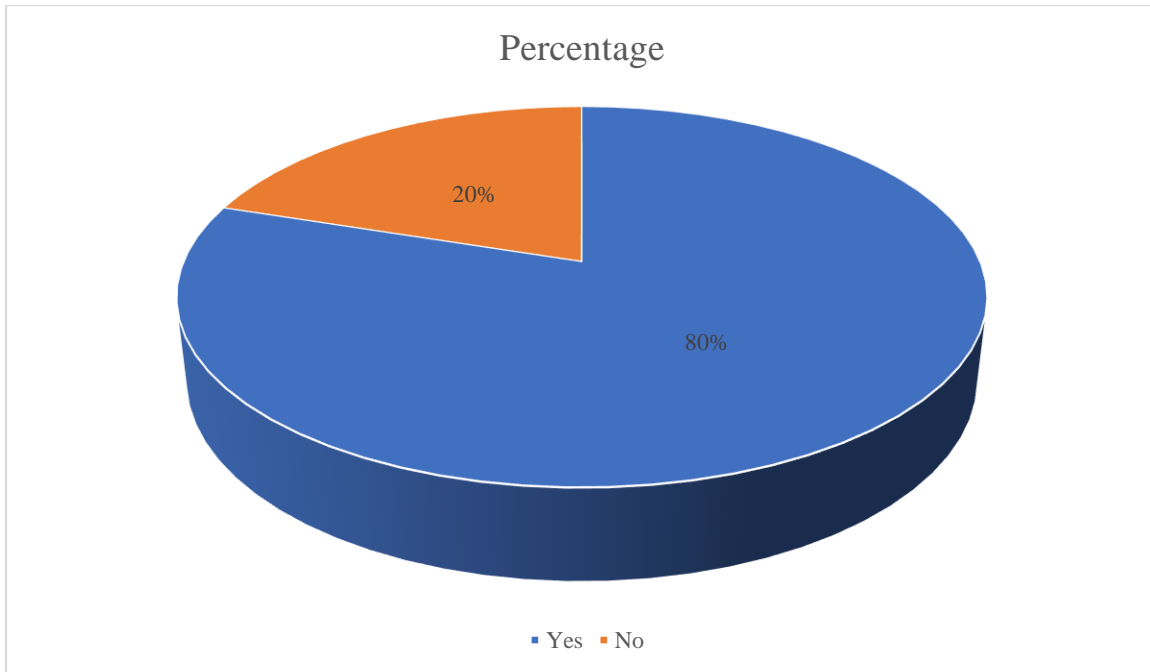
| <b>PARTICULAR</b>                 | <b>MEAN</b> | <b>RANK</b> |
|-----------------------------------|-------------|-------------|
| <b>Rank-Calling</b>               | 1.75        | 1           |
| <b>Rank-Internet</b>              | 1.77        | 2           |
| <b>Rank-SMS</b>                   | 2.82        | 3           |
| <b>Rank-Customer Care Service</b> | 3.67        | 4           |

**INTERPRETATION:**

The first rank goes to calling in terms of calling. 2nd rank goes to Internet in service quality. Where 3rd rank goes to SMS in terms of quality.

**Q13: Do you feel Jio faces any competition?**

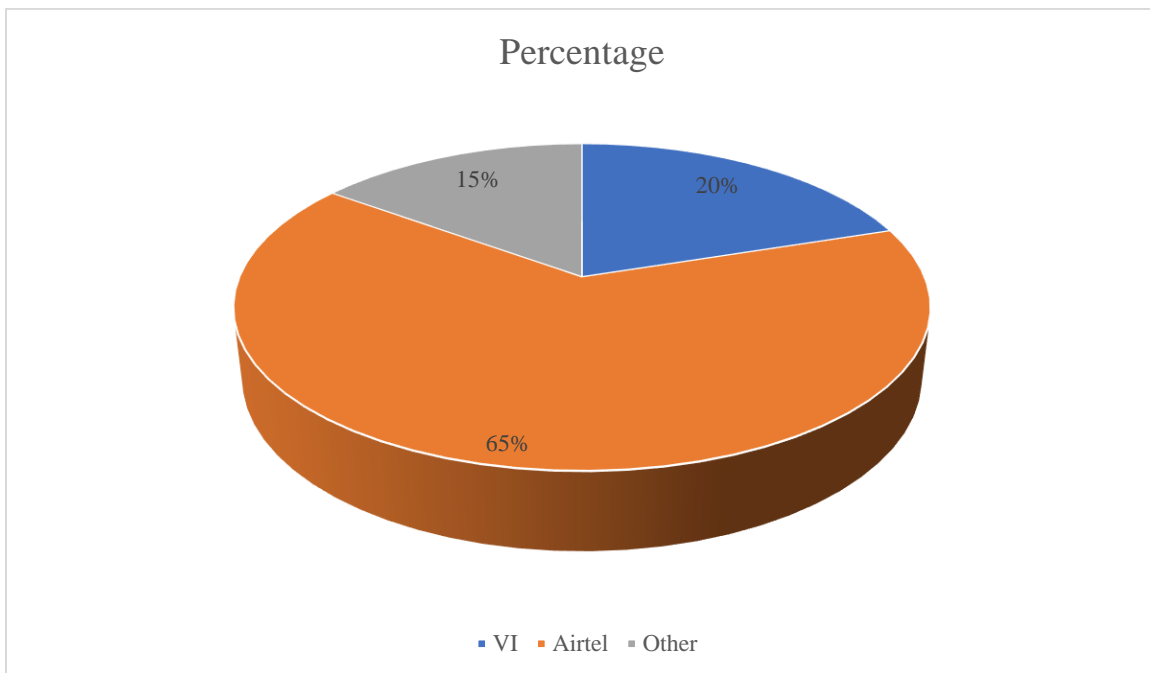
|              | <b>FREQUENCY</b> | <b>PERCENTAGE</b> | <b>CUMULATIVE FREQUENCY</b> |
|--------------|------------------|-------------------|-----------------------------|
| <b>Yes</b>   | 24               | 80.0              | 24.0                        |
| <b>No</b>    | 6                | 20.0              | 30.0                        |
| <b>Total</b> | 30               | 100.0             |                             |

**INTERPRETATION:**

80% respondent feels that Jio faces competition from competitors like Airtel, VI and Other telecom companies.

**Q14: If yes, which services provider is the toughest competitor?**

|               | <b>FREQUENCY</b> | <b>PERCENTAGE</b> | <b>CUMULATIVE FREQUENCY</b> |
|---------------|------------------|-------------------|-----------------------------|
| <b>VI</b>     | 6                | 20.0              | 6.0                         |
| <b>Airtel</b> | 20               | 65.0              | 26.0                        |
| <b>Other</b>  | 4                | 15.0              | 30.0                        |
| <b>Total</b>  | 30               | 100.0             |                             |

**INTERPRETATION:**

In our research 65% respondent thinks that AIRTEL is major competitor of Jio. And second biggest competitor is VI and then the rest telecom companies.

**Q15: Rate your overall experience using JIO.**

|                                  | <b>N</b> | <b>Minimum</b> | <b>Maximum</b> | <b>Mean</b> | <b>Std. Deviation</b> |
|----------------------------------|----------|----------------|----------------|-------------|-----------------------|
| <b>Rate- Call rate</b>           | 30       | 1              | 5              | 1.88        | 0.832                 |
| <b>Rate-SMS Service</b>          | 30       | 1              | 5              | 2.88        | 0.891                 |
| <b>Rate- Internet</b>            | 30       | 1              | 5              | 1.88        | 1.183                 |
| <b>Rate- Value added service</b> | 30       | 1              | 5              | 4.00        | 0.853                 |
| <b>Rate- Voice message</b>       | 30       | 1              | 5              | 4.36        | 1.030                 |

**INTERPRETATION:**

In our research call rates comes first in overall experience using Jio. Where second Internet comes which mean score is 1.88 and 3rd rank comes of SMS service. Where 4th rank goes to Value added service.

# HYPOSTHESIS TESTING

## HYPOTHESIS TESTING

Hypothesis is usually considered as the principal instrument in research. Its main function is to suggest new experiments and observations. In fact, many experiments are carried out with the deliberate objects of testing hypothesis

**H<sub>0</sub>:** Customer are not satisfied with the services provided by the Reliance JIO.

**H<sub>1</sub>:** Customer are satisfied with the services provided by the Reliance JIO.

According to the study Hypothesis 1, is proved to be right, as customers are seemed to be very satisfied with the services provided by the Jio.

And on the other hand Hypothesis 0 is confirmed to be the wrong as customers are fully satisfied with the services provided by the Jio.

# FINDINGS AND SUGGESTIONS



## **FINDINGS**

Below are some of major findings, I came across during my survey.

- While conducting the survey, I found out that 85% respondents are satisfied with Reliance JIO services and 15% of respondents are not satisfied. The reason being they are still facing problems of call drops and low network, some of them did say that after April 1st they might consider using it.
- Reliance JIO has successfully captured its market in Kadi areas well.
- Most of the users are using dual sim phones and hence they are using it as a secondary service as they do not want to change their old number.
- Customers are satisfied the 4G unlimited services as comparison to others services.
- Reliance JIO is expected to grow bigger thereby taking over Bharti Airtel which currently has a 33.1% of market share whereas the latter is looking to gain over 50%
- Reliance JIO WIFI router which is highly appreciated by the users The competition among other mobiles Samsung, Redmi, Apple are handsets are used as a secondary phone by some users.

## **SUGGESTIONS**

- In today's era the Reliance JIO must focus on rural areas to get the people attention and gather the rural people interest because most of rural people are not having the knowledge about Reliance JIO.
- Remove (exterminate) the problem of calling congestion & call drop.
- Get the feedback from existing customers about Reliance JIO and take the reference for making new customers.
- Enhance the market penetration & shares in every market and give the high competition to others company.

# CONCLUSION

## CONCLUSION

Reliance JIO has become a very successful brand in India & providing customer satisfaction is one of their primary motives. 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 & 5G services. Because 4G services was unable to meet our customer needs and wants. That's why 5G has been evolved for Indian customers.

Reliance JIO possesses congestion free & wide network coverage, attractive 4G & 5G schemes & customer services as well as lifetime roaming free services.

Reliance JIO is currently the most emerging brand in India and will be successful in overseas market in upcoming years. It possesses congestion free & wide network, attractive 4G & 5G schemes & customer services to cover one of the widest areas.

JIO is capturing the wide area of Indian markets increasingly day by day.

Hence these statistics imply a bright future for the company. The time is not far when Reliance JIO will be the largest company of Telecom Sector.

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[www.MYLYF.com](http://www.MYLYF.com)

[www.google.com](http://www.google.com)

[www.wikipedia.com](http://www.wikipedia.com)

# ANNEXURE

## Reliance Jio Customer Satisfaction

Form description

### Gender \*

- Male
- Female

### Age \*

- Below 17 years
- 17-25 years
- 25-40 years
- +40 years

### Education \*

- SSC
- HSC
- GRADUATION
- POST- GRADUATION

### Occupation \*

- BUSINESS MAN
- TEACHER
- PRIVATE SECTOR JOB
- GOVERNMENT JOB
- Student
- OTHER

Do you use Reliance Jio? \*

- Yes
- No

What is your current Jio-Package \*

- Data
- Talktime
- SMS
- All of the above

How long you have been using Jio? \* ⋮

- 0-3 months
- 3-6 months
- 6-9 months
- more than 1 year

Which services of Jio do you use the most? \*

- calling
- SMS
- Internet



⋮  
**Jio has replaced the most existing service provider in India. \***

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

**Do you think, Jio is a new trend of 5G internet in India? \***

- Yes
- No

**Do you think, Jio provides the best internet service? \***

- Yes
- No

⋮  
**How Satisfied you are with the Internet Facility of Jio? \***

- |           |                       |                       |                       |                       |                       |                        |
|-----------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|
|           | 1                     | 2                     | 3                     | 4                     | 5                     |                        |
| Extremely | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Extremely Dissatisfied |



Which is the best services of Jio in terms of its quality. \*

- calling
- SMS
- Internet
- Customer Care

Do you feel Jio faces any competition? \*

- Yes
- No

If yes, which services provider is the toughest competitor? \*

- VI
- Airtel
- BSNL

Rate your overall experience using JIO. \*

- 1
- 2
- 3
- 4
- 5