

Factors Affecting Consumer Satisfaction From Reliance Jio

Saket Rathi

Assistant Professor, Institute of Business Management and Research
IPS Academy, Indore (M.P.)

Deepti Shastri Gupta

Assistant Professor, Institute of Business Management and Research
IPS Academy, Indore (M.P.)

ABSTRACT

All cellular wireless standards are changed upside down with the entry of Reliance JIO 4G networks in the telecom market. The entire telecom sector went under a major churn with the beginning of new era of high speed internet services under 4G spectrums. The present study is an attempt to identify the factors affecting consumer satisfaction and acceptance of Reliance JIO in telecom service provider market. The study was carried out in Indore district of Madhya Pradesh. Students, Service Class people, Businessmen and Homemakers who are using Reliance JIO constituted the sample for the study.

Keywords: Reliance JIO, 4G technology.

INTRODUCTION

Indian telecommunication sector is proving to be the one of the largest contributor in the Indian economy from the last few years. Telecom industry is one of the most growing industries, worldwide. With the rapid changing and increasing requirements of the telecom services users, the service providers need to focus up on the continuous up gradation of their mobile, Wi-Fi and internet services related to quality, tariff schemes, and speed and network coverage. All cellular wireless standards are changed upside down with the entry of Reliance JIO 4G networks in the telecom market. The entire telecom sector went under a major churn with the beginning of new era of high speed internet services under 4G spectrum. Every telecom operator need to think from the perspective of telecom users and provide them wireless services with greater speed, lucrative offers and strong networks in order to establish their footprint in the telecom market, maximise the consumer's satisfaction, thereby enhancing the market share in Indian telecom sector.

Reliance JIO is engaged in fabricating the most comprehensive and future forward network in India. It is all equipped to provide next generation digital services over an end-to-end all-IP network that can be easily up graded to 5G and higher spectrum. This year Reliance JIO has infused a whopping sum of Rs. 10,000 crores to acquire 800 MHz spectrum in 10 circles and 1800 MHz in six circles taking the total cumulative investment to Rs. 34,000 crores in the spectrum assets, adjoining to the existing 2300 MHz and 1800 MHz spectrum in India and in 14 circles, respectively. Reliance JIO has laid 2.5 lacs kilometres fibre optic cables nationwide with the aim of covering entire India's population by 2018.

ABRIEF REVIEW OF WORK ALREADY DONE IN THE FIELD

Singh A.K. And Pangrikar M. (2013) undertook the study on the consumer satisfaction and perception towards the telecom service providers in Pune district of Maharashtra. The research further studied the level of expectations and satisfaction of the mobile service users of the region. In the research, main respondents were the companies from the sectors like Information Technology, Manufacturing and Education. During the

study it was found that the major respondent companies are having good perception about 4G technology and they are ready to move from 3G to 4G network in order to get rid from the speed related issues.

Satynarayana D, Dr. Rao S.K. and Dr. Naidu S.K. (2017) attempts to study the effect of entry of the new player, Reliance JIO in the telecom sector and its current implications on the strategies adopted by its competitors to sustain in the market. They added that mobile industry underwent a major churn which led to the few acquisitions in the sector lately. The research also highlighted, in order to face the competition from JIO and to reinforce their position in the sector, Idea and Airtel acquired Vodafone and Telenor, respectively.

Park, ST., Im, H. & Noh, KS (2016) undertook a survey in South Korea to explore the factors impacting the advocacy of LTE service. The study revealed that the cost and speed of LTE service were not the major impacting factors. There was not any difference between impact of perceived benefits or usability or delight on the intent to use LTE service.

N.A.A.H, Hoon A.S., Abdullah N.H., Ngadiman Y & M.F.A (2016) made a research to assess the factors that affect the adoption of 4G mobile services in the Klang Valley, Malaysia and found that there is a positive influence of usage, value of entertainment, attitude on behavioural intention to use; perceived entertainment value being the paramount influencing subscriber's intent to use 4G services.

Rajwanshi R. (2014) studied the effect of the cost of switching from old generation telecom services to new generation telecom services. The study was conducted in Agra, Delhi and NCR region and attempts to find out the complexity in the next generation wireless services. It was concluded by the author, the regular internet and mobile users are comfortable with the switching to next generation services and vice-versa.

EizanAzira M.S & Omar S.Z (2013) conducted a study to examine the adoption of 4G mobile network and the factors that encourage its usage and found that quality of voice call and speed of 4G in comparison to 3G were the main factors which will be influencing the adoption of 4G mobile network.

Gupta S, Shakya S. and Tyagi H. (2013) in their research they compared the 4G technology with the previous generations of technologies. Authors highlighted the fact that, the major reason for the inception of 4G technology in the Indian wireless sector is the constant requirement of high speed internet and data services.

Muvva B.B, Maipaksana R. and Reddy N.M. (2012) in their study they discussed the features of 4G spectrum and its impact on the future of Indian telecommunication industry. The study also describes the benefits of the implementation of 4G technology along with the related barriers. The performance and efficiency of Government and Private organizations, Banking services, Educational institutions, Electronics industry and Healthcare sector will be largely enhanced with the implementation of 4G mobile technology in India, authors further added. According to the study, 4G spectrum is four times more effective and efficient as compared to 3G spectrum, capable to handle frequent load changes thereby enhancing bandwidth required, to handle high amount of data and services. The study also mentions that the biggest barrier in the success path of 4G technology till date is all service providers are not moving from 3G to 4G spectrum completely.

Rawat N. (2012) undertook the study which majorly talks about the benefits and associated challenges which the 4G network providers are going to confront in the coming years. According to the research, 4G technology is cost efficacious therefore it is feasible to position the technology in the market with greater ease. The issue of data security in coming years is considered as the biggest challenge for network providers in future.

OBJECTIVE OF THE STUDY

- To analyze the components and identify the major factors affecting consumer satisfaction from Reliance Jio in telecom service provider market, with reference to Indore region.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The study is undertaken to explore and identify the factors affecting the acceptance of Reliance JIO and accordingly exploratory research design was applied to achieve the objective of the research.

SAMPLE DESIGN

Sample Size - A sample of 100 respondents was taken for conducting the research.

Study Area And Sampling Unit - The study was conducted in Indore (Madhya Pradesh). Students, Service class people, Businessmen and Homemakers who are using Reliance JIO constituted the sample composition.

Sampling Technique - Convenience sampling was used to collect the appropriate data from the respondents. The study has been carried out during the month of April-May, 2017.

TOOLS FOR DATA COLLECTION

Primary data: Primary data was procured by the self-structured questionnaire from the respondents. The questionnaire was designed to assess the level of satisfaction from the services of Reliance Jio. The respondents were asked about the questions related to network availability, loyalty towards brand, activation time, attractiveness of offers, customer care service quality, advertisement, network speed, voice quality and data services provided by Jio.

Scaling technique: In the questionnaire, Likert scale is used to gauge the opinions of the respondents.

Secondary data: Secondary data was compiled from the data collected through various newspapers, publication of marketing research agencies and internet.

TOOLS FOR DATA ANALYSIS

The following tests were applied to analyze the data:-

- For testing normality of data, Kolmogorov-Simonov test and Shapiro-Wilk test were applied.
- To test the reliability of data Cronbach's (alpha) is used.
- Factor Analysis is done to find the major factors affecting the consumer's satisfaction and acceptance of Reliance JIO. Through factor analysis, various factors affecting the satisfaction level of mobile users are studied and these factors are summarized by coagulating numerous variables into major impacting factors.

ANALYSIS AND INTERPRETATION

Normality Test

As the subsequent experiments required assumption of normal distribution of the same as the pre requisite for the analysis, it became necessary to test the veracity of the assumption of normal distribution of collected data. Normality test statistics by 'Kolmogorov- Smirnov test' and 'Shapiro-Wilk test' assesses that whether a particular distribution differs significant from normal distribution (Carver & Nash, 2006). Thus the responses were tested for veracity of the assumption of normal distribution by K-S test and Shapiro Wilk test for the total score of organizational commitment. The significant value (p-value) for K-S test was found to be 0.200 (greater than 0.05) and for Shapiro-Wilk test was found to be 0.466 (greater than 0.05). This indicated that the distribution of final points does not differ significantly from normal distribution. This inferred that the assumption of normality with respect to the sample chosen was valid.

Skewness and Kurtosis as the measure of deviation from normality were also calculated. It helps to identify whether the data lies under the acceptance region or not. The value suggested by the test is +2 to -2 is acceptable region (George and Mallery, 2009). If the test result's value fall under the range of +2 to -2 is considered that the data does not deviate much from the normal curve and can be said the data is normally distributed. The test result is found favourable as the value of 'Skewness = -0.247' and 'Kurtosis = -.122' which lies under the acceptance area. Hence, the data used for analysis is normal.

Reliability Test

Reliability test has been made for testing the reliability of data with the help of Coefficient (Cronbach Alpha). Reliability of data is (.948) which is excellent; according to different theory of reliability value above 0.6 is appropriate, low value below the 0.5 implies that reliability may not be appropriate.

Factor Analysis

There are several factors like network availability, loyalty towards brand, activation time, attractiveness of offers, customer care service quality, advertisement, network speed, voice quality and data services provided by Jio which affect consumer satisfaction and acceptance of Reliance Jio in the telecom market.

The consumer's satisfaction is largely affected by the following factors:-

Table No. 1 : Factor Description

FACTOR	FACTOR LOAD
Loyalty towards Brand	6.25
Data services provided by Jio	3.40
Attractiveness of the offers	2.08

INTERPRETATION:

Factor 1: Loyalty toward Brand - The first factor has been named as “loyalty towards brand” with 51.29 percentage of variance and Load factor of 6.25.

Factor 2: Data services provided by JIO– After analysis, this factor shows results with 8.235 percentages of variance and Load factor of 3.4.

Factor 3: Attractiveness- The third factor is “**attractiveness**” with a 5.834 percentage of variance and Load factor of 2.08.

FINDINGS

After the analysis, it was found that the 'loyalty towards brand' exhibit the higher impact upon the level of satisfaction where as the 'services provided by Jio' displays lesser impact followed by the 'attractiveness of offers' in third position. Remaining factors does not have a significant contribution, hence not included in the study.

CONCLUSION

Based on the findings of the research, it was revealed that the satisfaction of consumers from the services of Reliance JIO were majorly dependent up on the factors like loyalty towards brand, data services and attractiveness of offers. The stated factors play vital role in studying the satisfaction of consumers of the study area.

Therefore, these factors are responsible for changing the mindset of the consumers and encouraging them to switch from their existing telecom service providers to Reliance Jio.

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