

# Consumer Attitude towards Reliance Jio in India



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*Recent development has been taking place in Indian companies to increase the sales and brand awareness for their products. The companies take lots of initiatives to change the attitude of their consumers. This paper will provide insights to companies about the customer experience and perception of Reliance Jio in India. This study will help the marketer in the understanding of how attitudes influence consumer buying behavior of telecom product in India. The scale of measurement used for Attitudes are Likert scale and will explain the consumers behave towards the telecom products. The factors will be identified through the study and will give the overview of Consumer buying behavior in India towards telecom products. The analytical tool SPSS will be used for analysis and the methods proposed to be used will be factor analysis for exploring factors affecting consumer attitude and for knowing the impact of these factors for the telecom products.*

**Keywords-** Attitude, Perception, Experience, Consumer

## 1. Introduction

Reliance Jio is LTE mobile network operator in India. This is a subsidiary of Reliance Industries whose headquarter is in Mumbai. The company gives wireless 4G LTE service network and is the only 100% VoLTE (Voice over LTE) operator in the country. The coverage circle for this company is 22. The unit has been taking over the spectrum since 2010, and it has more than 1 billion mobile subscribers. Shahrukh Khan is their brand Ambassador. The investment of Rs 150 billion has been made into a wireless unit. Jio has the plan to issue 15 billion new shares at Rs.10, each to existing shareholders. The company comprises 2,80,000 kilometers of fiber optic cable systems all across the world. Reliance Group ranks on the top private sector concerning the network. The company has a good customer base, and it covers over 21000 cities and towns and over 400000 villages of India. Reliance Jio is in the process to set-up the 4G LTE infrastructure. RJIL has set the benchmarks by providing high-speed internet connectivity, rich communication services, and other digital services. The consumer is responsive to the services offered by Jio. Reliance Jio Infocomm Limited announced the launch of its digital services with JIO in Mumbai on 1st September 2016 with Jio Welcome Offer. With the permission of Telecom Regulatory Authority of India, users will have access to unlimited LTE data and national voice, video, messaging services, Jio applications, and content, free of cost up to 31 December 2016.

## 2. Literature Review

The study of providing customer satisfaction is the most crucial step of the company with internet access on the move such as wide network coverage and technology advanced stuff required by almost everybody in today's environment. Reliance jio is working according to Indian market; it gives best quality services at much less price (Paulaset, 2016)

The customers do not prefer reliance network (Rodrigues, 2015). Therefore, it will be a hard task to get a good customer base for the 4G network. Reliance Jio Infocomm Limited announced the launch of its digital services with JIO in Mumbai on 1st September 2016 with Jio Welcome Offer. The permission of TRAI has enabled users the access to unlimited LTE data and national voice, video, messaging services, Jio applications and content, free of cost up to 31 December 2016 (Singh, 2017). Reliance Jio has entered into the market of telecom service providers with freebies and more data to the customers. In the knowledge world, Jio's foray into the fast evolving market has made a tremendous change in the competition, price and data availability. Jio is widely used by the techno-savvy customers (Jayaraman et al., 2017)

### Objectives of Study

- To know the perception of customers about Jio network
- To study the consumer attitude towards other networks with jio
- To analyze the customer's satisfaction towards Jio network

### Hypothesis

**H1-** Purpose of using mobile and satisfaction of Jio users are related

**H2-** Frequency of using WIFI has impact on Satisfaction of Jio Users

## 3. Methodology

The study is descriptive in nature. A survey was conducted on customers belonging to Ghaziabad region. Quantitative Methods have been used for data collection and report compilation. The data has been collected with the help of structured

questionnaire after pilot testing. The collection of data has been made on the segments of customers. The sample size is 200 and area are Ghaziabad. The data for the study were collected by survey method. A structured questionnaire containing 28 statements measured on a 5-point Likert scale ranging from 5 for 'strongly agree' down to 1 for 'strongly disagree.' The questionnaire contains questions based on research objectives and demographic details. The questionnaire used for the sample survey is a structured questionnaire. The paper comprises of quantitative research and has used primary and secondary data collection. The framework of research is descriptive, and the analysis is carried out by using Descriptives, Chi-square, One-way ANOVA and EFA in SPSS.

#### Data Analysis-

The table 1 shows the purpose of using mobile is more for internet use.

**Table 1 Purpose of using Mobile**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Check messages	4	2.0	2.0	2.0
	Making Calls	53	26.2	26.5	28.5
	Internet Use	143	70.8	71.5	100.0
	Total	200	99.0	100.0	
Missing	System	2	1.0		
Total		202	100.0		

The following Table 2 shows the frequency of using mobile for WIFI is more than 10 times a day. The usage of internet is quite high.

**Table 2 Frequency of using WIFI**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 5 times	83	41.1	41.5	41.5
	6 to 10 times	21	10.4	10.5	52.0
	More than 10 times	96	47.5	48.0	100.0
	Total	200	99.0	100.0	
Missing	System	2	1.0		
Total		202	100.0		

The following table 3 depicts the satisfaction of Jio users

**Table 3 State of Satisfaction for Jio**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	168	83.2	84.0	84.0
	No	32	15.8	16.0	100.0
	Total	200	99.0	100.0	
Missing	System	2	1.0		
Total		202	100.0		

The data analysis using Chi-Square has depicted about the relationship between purpose of using mobile and satisfaction of Jio users

**Table 4 Chi-Square Statistics**

	Purpose of using Mobile	State of satisfaction for Jio
Chi-Square	149.110 <sup>a</sup>	92.480 <sup>b</sup>
df	2	1
Asymp. Sig.	.000	.000

The above Table explains P-value which is .000, and the first hypothesis is proved. There is a relation between the purpose of using mobile and satisfaction of Jio users.

**Table 5 ANOVA**

State of satisfaction for Jio					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.148	2	.074	.546	.580
Within Groups	26.732	197	.136		
Total	26.880	199			

Table 5 explains the second hypothesis that frequency of using WIFI has no impact on Satisfaction of Jio Users. Further the following table test the reliability of scales used in the paper. The Cronbach alpha comes to be .701 which tests that the factor analysis can be applied on the scale developed for the study.

**Table 6 Reliability Statistics**

Cronbach's Alpha	N of Items
.701	28

Table 7 describes the number of factors which have been extracted out of the factor analysis. Nine factors are extracted from the Factor Analysis

**Table 7 Total Variance Explained**

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.093	18.191	18.191	5.093	18.191	18.191
2	3.243	11.580	29.771	3.243	11.580	29.771
3	2.685	9.588	39.359	2.685	9.588	39.359
4	2.365	8.446	47.805	2.365	8.446	47.805
5	1.954	6.977	54.783	1.954	6.977	54.783
6	1.810	6.465	61.248	1.810	6.465	61.248
7	1.530	5.464	66.712	1.530	5.464	66.712
8	1.280	4.573	71.285	1.280	4.573	71.285
9	1.027	3.670	74.954	1.027	3.670	74.954
10	.909	3.245	78.199			
11	.758	2.706	80.905			
12	.687	2.454	83.359			
13	.615	2.195	85.554			
14	.520	1.856	87.411			
15	.481	1.716	89.127			
16	.439	1.566	90.693			
17	.385	1.375	92.068			
18	.345	1.232	93.300			
19	.335	1.196	94.496			
20	.284	1.013	95.509			
21	.260	.928	96.438			
22	.225	.804	97.242			
23	.186	.665	97.907			
24	.175	.624	98.532			
25	.138	.493	99.025			
26	.111	.397	99.422			
27	.083	.296	99.718			
28	.079	.282	100.000			
Extraction Method: Principal Component Analysis.						

Table 8 Factor Matrix

Variables	Factor Loading	Factor Name
Connectivity is good in Reliance Jio . There are no issues in usage of Jio	.593 .605	Factor 1: Reliability
Jio has organized transactions Faster redressal of grievance	.696 .571	Factor2: Responsiveness
Complete solution is made at one point Services are more in Jio than others	.564 .715	Factor 3: Fulfillment
Making payment has become easier The balance can be checked effectively	.540 .678	Factor 4: Perceived ease of Use
It takes less time to make transactions Jio has good support system	.615 .636	Factor 5: Effectiveness
Monitoring is easy Jio Services are advanced	.632 .658	Factor 6: Advanced Technology
Jio services are economical The value offering is good	.557 .650	Factor 7: Price
Referral is useful in case of Jio Family use is frequent	.612 .618	Factor8: Social Influence
Performance of Jio is good The expectations are always met	.638 .570	Factor 9: Performance Expectancy

#### 4. Findings

The Study suggests that out of 200 sample size of customers, 168 customers are satisfied with Reliance Jio services and 32 customers are dissatisfied. Further, it was identified that nine factors are the basis of strong consumer attitude towards Reliance Jio. The use of Jio for Internet usage is high. Jio has given maximum utility to their customers in the form of high-speed wifi, economy, responsiveness, and technology.

#### 5. Conclusion & Implications

This study has concluded on the growing consumer satisfaction towards Reliance Jio. The customers of Reliance Jio have already crossed 130 million, and the growing demand will lead the company towards success. The factors responsible for customer satisfaction towards Jio have been identified through the study. The reliability, performance expectancy and other factors have enabled the presence of Reliance Jio in the mind of customers. Further, the future study can be performed on the factors using CFA for academic purposes. The findings can be used by Jio for their future strategies.

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