

JIO's DIGITAL LIFE – A SURVEY

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Abstract: The aim of the study is to identify the factors which make the users to prefer Jio and their satisfaction level in Coimbatore region. The study is carried out through a survey from 70 respondents. Collected data are analyzed with the help of Simple Percentage and Chi – Square test using SPSS. The findings revealed that, most of the users are students and they prefer Jio generally for its Data Service. Few demographic factors are associated with the users' service preference. Their satisfaction level is also excellent towards few services except Network Coverage. The study suggests from its analysis to improve the network coverage and call connectivity.

Keywords: Customer, Jio, Preference, Satisfaction.

Introduction

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. India's telecommunication network is the second largest in the world by number of telephone users (both fixed and mobile phone) and also Internet user-base. 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. Some major telecom operators in India include Airtel, Vodafone, Idea, Aircel, BSNL, MTNL, Reliance Communications, TATA Teleservices, Infotel, MTS, Uninor, TATA DoCoMo. 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. Jio provides high speed internet connectivity [4G], rich communication services and various digital services on free of cost. Jio aims to provide anytime, anywhere access to innovative and empowering digital content, applications and services, thereby propelling India into global leadership in digital economy.

Statement of the Problem

No company can survive in a long run without satisfying its customer even though it offers cost free services. Hence, researchers wanted to study the users' service preference and satisfaction level of Jio as it plays a key role in the success of telecom sector.

Review of Literature

- **Bank of America Merrill Lynch [2016]** conducted a survey and found that 96 per cent of the customers were satisfied with Jio's voice quality and 66 per cent with data speeds. The study said, 26 per cent using Jio as primary SIM and 21 percent as secondary SIM. Some 55 per cent of the surveyed users find Jio's speed higher than that of other telecoms.
- **Jobin George et al., [2016]** in their study titled 'A research on JIO customer satisfaction in South Karnataka' identified that SIM card availability, activation process and customer care being the strong areas and call connectivity and 4G speed being the weak areas. They also added that, customers' loyalty is moderate and prefer value for money.
- **R. Sorna priya and M. Sathiya [2017]** in their study titled 'Customer Satisfaction towards Reliance Jio Network' stated that 52 per cent of the respondents are satisfied with Jio services and 64 per cent of them were suggested to improve its network coverage.
- **KR Mahalaxmi and Suresh Kumar N [2017]** in their study titled 'Changing the Indian telecom sector: Reliance Jio' revealed that the promotional offers of JIO enables more customers to prefer and majority [97 per cent] of the respondents were satisfied with the services of Jio.

Objectives of the Study

1. To study the demographic profile of Jio users.
2. To identify the service preference of Jio users.
3. To analyze the satisfaction level of Jio users.

Hypotheses

1. Occupation is not associated with SIM preference.
2. Age is not associated with the Preference of service.

Research Methodology

Descriptive Research design is used in this study and adopts Convenience Sampling technique. The study is carried out with both primary and secondary data. The primary data is collected through a structured questionnaire from a sample of 70 respondents from Race Course, Coimbatore. Secondary data is also being collected from journals and websites. Collected data are analyzed with the help of Simple Percentage and Chi – Square test using SPSS.

Results and Discussion

Objective – 1: To study the demographic profile of Jio users.

Demographic profile of Jio users are studied with the help of the following factors such as Gender, Age Group, Occupation and Average monthly expenditure on Mobile using Simple Percentage.

Sl. No.	Demographic Factor	Category	%
1	Gender	Male	82
		Female	18
2	Age Group	Less than 20 years	13
		20 – 25 years	65
		25 – 30 years	9
		More than 30 years	13
3	Occupation	Government Employee	9
		Private Employee	19
		Business	9
		Student	63
4	Average monthly expenditure on Mobile	Less than Rs.100	18
		Rs.100 – 300	55
		Rs.300 – 500	23
		More than Rs.500	4

Table-1: Demographic profile of

Jio users

From the table – 1, it is apparent that, majority of Jio users is Male and belongs to the age group of 20 – 25 years. Students are the key users. Greater part of the users spends Rs.100 – Rs.300 on mobile per month on an average basis.

Objective – 2: To identify the service preference of Jio users.

Service preference of Jio users are identified with the following factors such as SIM Usage, Data and Calling Service using Simple Percentage and Chi – Square test is applied to find out is there any association between selected demographics factors and Services preferred by Jio users.

Table-2: Service preference of Jio users

Sl. No.	Preference Factor	Category	%
1	SIM Usage	Primary	30
		Secondary	70
2	Data Service		72
3	Calling Service		28

From the table – 2, it is unambiguous that, a good number of users wanted to use Jio as a Secondary SIM. Most of the users preferred Jio only for Data Service than its Calling service.

Hypothesis - 1

H₀ : Occupation is not associated with SIM preference.

H₁ : Occupation is associated with SIM preference.

Table-3: Chi Square Test between Occupation and SIM preference

Factors	Sig	Result
Occupation * SIM preference	.001	H ₀ Rejected H ₁ Accepted

The results of the table – 3 clearly indicate that, there is a significant association between Jio users’ Occupation and their SIM preference. Study also confirms that, most of the users are students and they prefer Jio as secondary SIM.

Hypothesis - 2

H₀ : Age is not associated with the Preference of service.

H₁ : Age is associated with the Preference of service.

Table-4: Chi Square Test between Age and Preference of service

Factors	Sig	Result
Age * Preference of Service [Mobile Data Service]	.003	H ₀ Rejected H ₁ Accepted

Table – 4 absolutely indicates that, there exists a significant association between Age and Preference of Service. In addition, study proves that 20 – 25 age group of users prefer only Mobile Data Service than Calling Service.

Objective – 3: To analyze the satisfaction level of Jio users.

Satisfaction level of Jio users are analyzed based on the services offered using Simple Percentage.

Table-5: Users’ satisfaction level towards services of Jio

Sl. No.	Service	Satisfaction Level	%
1	Data Service	Excellent	73
2	Calling Service		67
3	Schemes and Offers		70
4	Network Coverage	Average	65

Table – 5 confirms that most of the Jio users’ satisfaction level is Excellent towards the services viz. Data Service, Calling Service, Schemes and Offers. It is to be noted that, majority of the users are not much satisfied with Jio’s Network Coverage as they have rated as Average.

Findings and Suggestions

This study reveals that, most of the Jio users are Male and belongs to the age group of 20 – 25 years. Majority of the users are in to Students’ community. Greater part of the users spends Rs.100 – Rs.300 on mobile per month on an average basis. It is very interesting to see that, most of the users preferred Jio SIM as a Secondary SIM as they need typically for Data Services. It is found that, Occupation and Age is associated with SIM preference and Preference of service of Jio respectively. Most of the users suggested that, network coverage and call connectivity to be improved. They also recommended using 3G handsets.

Conclusion

So, the study made an attempt in revealing about users’ service preference and satisfaction level of Jio. The researchers also recommended Jio to improve on the areas like network coverage and call connectivity. It is come to know that, their mobile data services convinced most of the students to prefer this network. But in near

future, there is a scope for other service providers to fluctuate the market by proving competitive strategies. Hence, there is a requirement for Jio to create goodwill and enrich its worthiness to evade switch over of their customers.

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