

**A COMPARATIVE STUDY ON CUSTOMER  
RELATIONSHIP MANAGEMENT OF RELIANCE JIO  
AND IDEA WITH SPECIAL REFERENCE TO  
KOTTAYAM DISTRICT**

A project report submitted in partial fulfilment of the requirement  
for the award of

**Bachelor's Degree in Commerce**

Submitted By

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**SAINTGITS**

COLLEGE OF APPLIED SCIENCES

KOTTAYAM, KERALA, INDIA

**PG DEPARTMENT OF COMMERCE**

2019-2020



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## **CERTIFICATE**

Certified that this is a bona fide report of the project work undertaken by **SUJIN MATHEWS NINAN** (Register No: 170021083327), **SUSAN SUNU KURIAN** (Register No: 170021083328), **TIJA SAJU KOVOOR** (Register No:170021083329), **TINKLE TONY ABRAHAM** (Register No: 170021083330), **TONY SAJI** (Register No: 170021083331) of B.Com Semester VI, in partial fulfilment of the requirements for the award of the Bachelor's Degree in Commerce of Mahatma Gandhi University, Kottayam under our supervision and guidance.

**Faculty - in- Charge**

**Countersigned**

**Principal**

**Head of the Department**

## **DECLARATION**

We do hereby declare that the project titled “*A COMPARATIVE STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT ON RELIANCE JIO AND IDEA WITH SPECIAL REFERENCE TO KOTTAYAM DISTRICT*” is a bonafide report of the project work undertaken by us in partial fulfilment of the requirements for the award of the Bachelor of Commerce (Computer Application) of Mahatma Gandhi University, under the guidance of **Ms.Surabhi Sudhakaran**, Lecturer, PG Department of Commerce, Saintgits College of Applied Sciences, Pathamuttom, Kottayam. We also declare that this project report has not been submitted by us anywhere, fully or partially for the award of any degree, diploma, fellowship or other similar title or recognition of any university/institute to the best of our knowledge and belief.

**Pathamuttom**

**31-03-2020**

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# **CHAPTER - 1**

# **INTRODUCTION**

## **1.1 INTRODUCTION**

The history of telecommunication in human society is more than 130 years, in recent year telecommunication have developed from basic needs to, by phone, on-line or email. The study focus in the pooled impact of 4G and 5G services, whose development India has become the largest telecommunication.

Customer satisfaction is the degree of satisfaction provided by the goods or services of a company according to the number of repeat customers. It can be done face-to-face of the factors in customer satisfaction.

A key defining characteristic of a mobile network operator is that a MNO must own or control access to a radio spectrum license from a regulatory or government entity. A second key defining characteristic of an MNO is that it must own or control the elements of the network infrastructure necessary to provide services to subscribers over the licensed spectrum.

A mobile network operator typically also has the necessary provisioning, billing and customer care computer systems and the marketing, customer care and engineering organizations needed to sell, deliver and bill for services. However, an MNO can outsource any of these systems or functions and still be considered a mobile network operator

### **RELIANCE JIO**

- ❖ Reliance Industries Limited Chairman, Mukesh Ambani laid out his plans to unveil a 4G mobile network in the country, including making all domestic voice calls and roaming free.
- ❖ It is an Indian telecommunication company and wholly owned subsidiary of Reliance Industries headquartered in Mumbai.
- ❖ Reliance Communication owns and operates the world's largest next generation IP enabled connectivity infrastructure which comprises 280,000 kilometers of fiber optics cable systems in India.

- ❖ Reliance Jio is in process to set up the 4G LTE infrastructure. The company has a good customer base and does not offer 2G or 3G services.

## **IDEA**

- ❖ Idea is an Indian telecom operator with its headquarters based in Mumbai.
- ❖ Idea is a Pan-India integrated GSM operator 2G, 3G and 4G LTE mobile services.
- ❖ It provides services including Mobile payments, IoT, enterprise offerings and entertainment, accessible via both digital channels as well as on-ground touch points, center's.
- ❖ It is the largest mobile telecommunications network in India.
- ❖ It has a broadband network of 340,000 sites, distribution reach of 1.7 million retail outlets with a subscriber base of 375.07 million.

## **1.2 OBJECTIVE OF THE STUDY**

- ❖ To analyze the satisfaction level of the customer towards Reliance Jio and Idea connections.
- ❖ To identify the need and preference of the customers on mobile operators.
- ❖ To study how different operators come out with different offers to have competitive advantage.
- ❖ To study the effectiveness of CRM activities followed in Reliance Jio and Idea.

### **1.3 SIGNIFICANCE OF THE STUDY**

- ❖ It helps customers to choose the best internet packages.
- ❖ It helps customers to choose the one with the best network.
- ❖ People can choose the best prepaid plan.
- ❖ They can choose the operator which had a great speed.
- ❖ Best international plans are even considered.
- ❖ Best operators for hotspot tethering and cheap cell phone plans.

### **1.4 SCOPE OF THE STUDY**

This study covers customers about Reliance Jio and Idea in the area of Kottayam district. The study makes effort to ascertain the satisfaction level of customer of Reliance Jio and Idea. Through study we 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 is facing during their purchase of Reliance Jio and Idea products.

The subjects have 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. In short, it is the level of satisfaction that is the link between end-user and the company. The research will also be beneficial in analyzing the overall market position of the company. 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.

## **1.5 STATEMENT OF THE PROBLEM**

- ❖ There is a poor broadband network.
- ❖ Drastic speed variation because of range fluctuations.
- ❖ Cost is the biggest factor in the post-paid.
- ❖ Low or weak signals.
- ❖ Company is not paying much attention in advertising plans and schemes.

## **1.6 RESEARCH METHODOLOGY**

- ❖ **DATA:** Method of data involves the designing of a well-structured questionnaire to collect the required data from the respondents.
- ❖ **SAMPLE SIZE:** Sample size measures the number of individual samples measures or observations used in a study or experiment. The sample size determined for this study consist of 50 people.
- ❖ **SAMPLING TECHNIQUES:** The sampling method selected for this study is Convenience sampling. Convenience sampling is a type of non-probability sampling that involves the sample being drawn from that part of the population that is close to hand.
- ❖ **TOOL OF ANALYSIS:** The analysis used is Percentage analysis and to list out the figures Bar Charts are used.

## **1.7 LIMITATION OF THE STUDY**

- ❖ The area of study is kept limited due to short time and financial position.
- ❖ Geographical area of the study is limited to the town in Kottayam.
- ❖ Implementation of data collection method.
- ❖ Lack of previous studies in the research area.
- ❖ Very few schemes are available in the prepaid plans.
- ❖ Services provided by Jio/Idea are not up to the mark.
- ❖ Low sales promotion.

**CHAPTER - 2**  
**LITERATURE REVIEW &**  
**THEORITICAL FRAMEWORK**



## **2.1 LITERATURE REVIEW**

- **Boobalan.C and Jayaraman (2017), “Satisfaction towards Reliance Jio SIM with reference to Dharmapuri District”, “ICTACT Journal on Management Studies” Issue 03, Volume 03** identifies the customer satisfaction over Reliance Jio service in Dharmapuri district is more significant and the author relates the customer satisfaction is dependent upon the income level and age factor and this paper also find the customer satisfaction and income level of Thanjavur district with special reference to Vallam area where the total population is approximately 14500 people where 500 are taken as sample for this research paper.
  
- **Shanmuga Priya.V (2017), “A study on Customer satisfaction towards Reliance Jio SIM with Reference to Thiruvillwamala Panchayat”, “International Journal for Research in Applied Sciences & Engineering Technology” Issue 01 Volume 08** studied on customer attitude perception towards branded broad band. This indicated that the broad band is the new oxygen. It opens up a large box of information with a single click of a button. Challenges are faced by domestic and international market players in investing the money to satisfy the customer. Market research is essential on a timely basis as there can be an attitude change from individual to individual from time to time.
  
- **Mr. Santhosh (2018), “A study on customer satisfaction using Reliance – 4G Jio service in Vallam – Thanjavur District”, “International Journal of World Research” Issue-L1 Volume 01** is carried out with an objective to identify the customer satisfaction on Reliance Jio SIM services in Thanjavur district and to find out the customer’s satisfaction towards using the Jio 4G services. Data were collected with the help of survey method through structured questionnaire with opened and closed ended questions. In communication and telecom industry, service providers are the main domain drivers whereas equipment manufacturers are witnessing growth. The present study carried out with 500 users of Reliance 4G Jio service.

- **Ajay Nilakantan (2017), “Perception Study of Telecom User Post Jio Plans”, “Economic Sciences Journal” Issue 04 Volume 16:** is an earnest endeavor made to understand what makes a consumer of mobile services choose a particular service provider in current competitive scenario particularly with reference to recent launch of Reliance Jio. The objective of researchers was to find out the perception of mobile users about services provided by Reliance Jio. The responses were collected by incorporating a structured questionnaire and the technique of convenience sampling was used. The sample size was restricted to 155 respondents in view of constraints faced by individual researchers.
- **Dr. Mohanasoundari (2017), “Study on Subscribers opinion towards JioSIM with reference to Tripura City”, “Intercontinental Journal of Marketing Research Review” Issue 9 Volume 5:** involves in analyzing the subscriber’s opinion towards Jio network and the data is collected from 50 respondents with the help of convenient random sampling technique. The study suggests from its analysis to improve the network coverage and remove the calling congestion. With the enrichment of technology, the consumer preference is changed from one person to another.
- **Surabhi Singh (2017), “Customer Attitude towards Reliance Jio in India”, “AIMS International Journal of” Issue 01 Volume 06:** provides 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 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

## **22. THEORETICAL FRAMEWORK**

### **CUSTOMER**

A customer is an individual or business that purchases another company's goods or services. Customers are important because they drive revenues; without them, businesses have nothing to offer. Most public-facing businesses compete with other companies to attract customers, either by aggressively advertising their products or by lowering prices to expand their customer bases.

### **CUSTOMER SATISFACTION**

Customer satisfaction is the state of mind that customers have about a company when their expectations have been met or exceeded over the lifetime of the product or service. The achievement of customer satisfaction leads to company loyalty and product repurchase.

Because customer satisfaction is a subjective, non-quantitative state, measurement won't be exact and will require sampling and statistical analysis.

Customer satisfaction measurement must be undertaken with an understanding of the gap between customer expectations and performance perceptions.

### **CUSTOMER RELATIONSHIP MANAGEMENT**

Customer relationship management (CRM) is an approach to managing a company's interaction with current and potential customers. It uses data analysis about customers' history with a company to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth. It is designed to help companies better manage customer contact by creating a collection of data acquired by various salespersons on the same customer. The performance of CRM should be measurable so that organizations can gain insight into what aspects to improve on. A number of criteria for measurement have been offered by many in form of Balanced Score Card, CRM Success Metrics, Customer Satisfaction, and Six Sigma. Most of these metrics will be expounded here.

- **Increased Customer Retention:** It is one thing to acquire new customers, it is another thing to get them to

stay with you. Relationships are key and it is often more cost effective to retain an existing relationship than building one with a new customer. The amount of customers that do not defect from your company can be used to check the performance of CRM.

- **Increase in visits and orders made per customer:** a well performing CRM should be able to bring in more traffic to your business. The number of people who visit or order from you higher than what of used to be. In a case where there is no positive change the in the in traffic and orders, CRM may not be considered to be performing well.
- **Increased Sales:** making profit is the lifeblood of a company and profit cannot be made without sales. An increase in what customer spend on average for every order they make should increase with the help of CRM.
- **Increased Cross Sale:** making cross sales helps creates a balance in sales as a lack of cross sale might result in company not making profit on certain products. Cross sale means that customers are purchasing products from different categories. A well performing CRM should increase cross sales.
- **Increased Up Sale:** even within the same company, products may not go for the same price. It is necessary that a company sells the more expensive products as much as the less expensive ones. CRM should be able to facilitate the increase in the sales of higher priced items.
- **Increased Win-back:** it is not uncommon to find customers ceasing to patronize a company for one reason or the other. It is the job of the company and also in their best interest to find a way of winning back such customers. With the help of a well performing CRM, this should be possible.
- **Sales cycle duration:** there are seven stages encountered made making a sale. First the salesperson does some prospecting in search for potential customers. Once found, salesperson makes contact to set an appointment and qualify the prospect as worth pursuing. A presentation is then made where the sales representative should be ready to handle objections. There is a closing and then referral getting. The length of this cycle can be used as a metric to measure CRM performance as a good CRM should reduce the time taken to make a sale.

## **NETWORK OPERATOR**

A Mobile Network Operator or MNO, also known as a wireless service provider, wireless carrier, cellular company, or mobile network carrier, is a provider of wireless communications services that owns or controls all the elements necessary to sell

A key defining characteristic of a mobile network operator is that an MNO must own or control access to a radio spectrum license from a regulatory or government entity.

A second key defining characteristic of an MNO is that it must own or control the elements of the network infrastructure necessary to provide services to subscribers over the licensed spectrum.

Deliver services to an end user including radio spectrum allocation, wireless network infrastructure, back haul infrastructure, billing, customer care, provisioning computer systems and marketing and repair organizations, infrastructure, billing, customer care, provisioning computer systems and marketing and repair organizations.

A mobile network operator typically also has the necessary provisioning, billing and customer care computer systems and the marketing, customer care and engineering organizations needed to sell, deliver and bill for services.

However, an MNO can outsource any of these systems or functions and still be considered a mobile network operator.

## **IDEA**

Idea is a Pan-India integrated wireless broadband operator offering 2G, 3G and 4G services, and has its own NLD and ILD operations, and ISP license. Idea is one of the top three mobile operators in India, with an annual revenue in excess of USD 5 billion and a revenue market share of 19%. With nearly 200 million subscribers, Idea ranks sixth in the global rankings of operators in subscriber terms, for single country operations.

In line with the Government's vision of Digital India, Idea has accelerated its efforts of building a digital economy. Backed with a pan-India wireless broadband coverage, Idea forayed into Digital services with the launch of a suite of digital entertainment apps - Idea Music, Idea Movies & TV and Idea Games. With this the company has begun its transformation from a pure play mobile operator to an integrated digital services and solutions provider. Idea will also expand its digital offerings into digital communication, digital payments, cloud & storage, digital information and many more.

## **FEATURES**

- Idea's Pan-India network of over 2.7 lakh cell sites covers over 400,000 towns and villages.
- The company is further expanding network infrastructure to make high speed mobile broadband services reach out to a large population of the country.
- Idea has been rapidly rolling out 4G network across the country, adding over 1 lakh broadband sites in the last 2 years, taking its broadband coverage to over 1.2 lakh towns and villages across the country.
- Idea has also set up a fiber network of over 1.50 lakh km.

## **ADVANTAGES**

- Using the latest in technology, Idea provides world-class service delivery through the most extensive network of customer touch points, comprising of Idea outlets, call center, Digital app (My Idea App.) and social media.
- Idea's commitment to providing superior customer experience has been recognized at various forums.
- The leading market research firm Forrester in its 'Customer Service Index 2016' has ranked Idea at No. 1 position in customer service and rated it as "good"

## **ACHIEVEMENTS**

- Idea has received several national and international recognitions for its path-breaking innovations in mobile telephony products and services.
- Idea won the prestigious Voice & Data Telecom Leadership Awards 2017 under Internet & Broadband Services, Marketing, Network Security, VAS & Apps and Business Process Innovation categories for various successful initiatives and deployments in these areas.
- Idea won the prestigious ET Telecom Award in 2017 for Best Enterprise Mobility Solution.
- Idea was awarded the Golden Peacock Award for Corporate Social Responsibility for being the best among the Indian Telecom Companies for CSR.

## **RELAINCE JIO**

**Reliance Jio Info communication Limited, Jio**, is an Indian telecommunications company and wholly owned subsidiary of Reliance Industries, headquartered in Mumbai, Maharashtra, India. It operates a national LTE network with coverage across all 22 telecom circles. It does not offer 2G or 3G service, and instead uses only voice over LTE to provide voice service on its 4G network. Reliance Jio aims to enable this transformation by creating not just a cutting-edge voice and broadband network, but also a powerful ecosystem on which a range of rich digital services will be enabled – a unique green-field opportunity. The three-pronged focus on broadband networks, affordable smartphones and the availability of rich content and applications has enabled Jio to create an integrated business strategy from the very beginning, and today, Jio is capable of offering a unique combination of telecom, high speed data, digital commerce, media and payment services.

Jio soft launched on 27 December 2015 with a beta for partners and employees, and became publicly available on 5 September 2016. As of 30 November 2019, it is the largest mobile network operator in India and the third largest mobile network operator in the world with over million subscribers. It is also the fourth largest provider of fixed telephony in Country.

## **ACHIEVEMENTS**

- The company has broken all records by adding 100 million customers in 170 days i.e. 7 per second every day. Today, Jio has over 125 million customers
- Jio users consistently make more than 250 crore minutes of voice and video calls every single day.



- In just 6 months of Jio's launch, data consumption in India went from 20 crores GB to 120 crore GB per month."
- The company has also recorded the biggest free-to-paid migration in history. The majority of free Jio users converted to Jio Prime. Over 100 million customers are Jio Prime subscribers.
- Jio is now the largest mobile video network with 125 crore data consumption.
- Jio is the only operator which has deployed pan-India LTE network across the 800MHz, 1800MHz and 2300MHz bands.
- Reliance Jio has emerged as the fastest network yet again for the month of May 2017. The Telecom Regulatory Authority of India has released the speed test data, which says that the company has registered an average download speed of 18.809 Mbps in May 2017.
- The company has launched "India ka smartphone" Jio Phone.
- Jio Phone will be available for buyers for Rs. 0. Free of cost. But buyers will have to deposit Rs. 1,500, which will be refundable after three years. Availability starts August 15 in the 70th year of India's Independence Day for beta testers.

### **ADVANTAGES**

- The network of the optical fiber is believed to be 2.5 Lakh km long and the network is spread throughout the country.
- JIO is also the first company to implement e-KYC and it also uses biometric verification.
- Reliance JIO is also coming up with 4G handsets which are much cheaper than the Chinese phones available in Indian Market.
- Reliance has a total number of 100 Million users and it adds almost 5 lakhs of the new user every day.

**CHAPTER - 3**  
**DATA ANALYSIS AND  
INTERPRETATION**

### 3.1 Showing the occupation of the respondents

**Table 3.1**  
**Occupation of the respondents.**

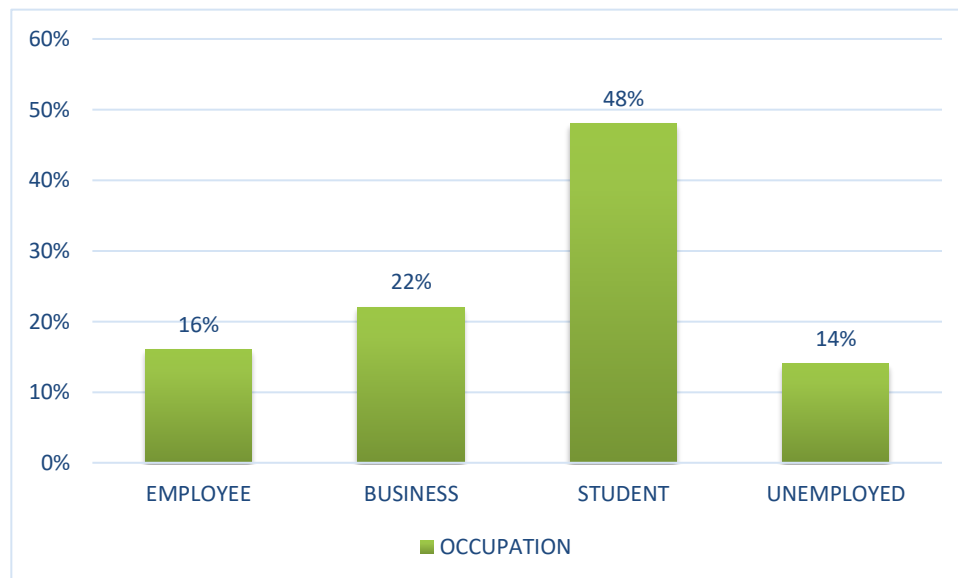
<b>PARTICULARS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
EMPLOYEE	8	16%
BUSINESS	11	22%
STUDENT	24	48%
UNEMPLOYED	7	14%
<b>TOTAL</b>	<b>50</b>	<b>100%</b>

**Source: Primary Data**

#### **INTERPRETATION**

The table shows 48% of the respondents are students, 22% are involved in business, 16% are employees, 14% unemployed.

**Figure 3.1**  
**Occupation of the respondents.**



### 3.2 Showing the age groups of the respondents

**Table 3.2**  
**Age groups of the respondent.**

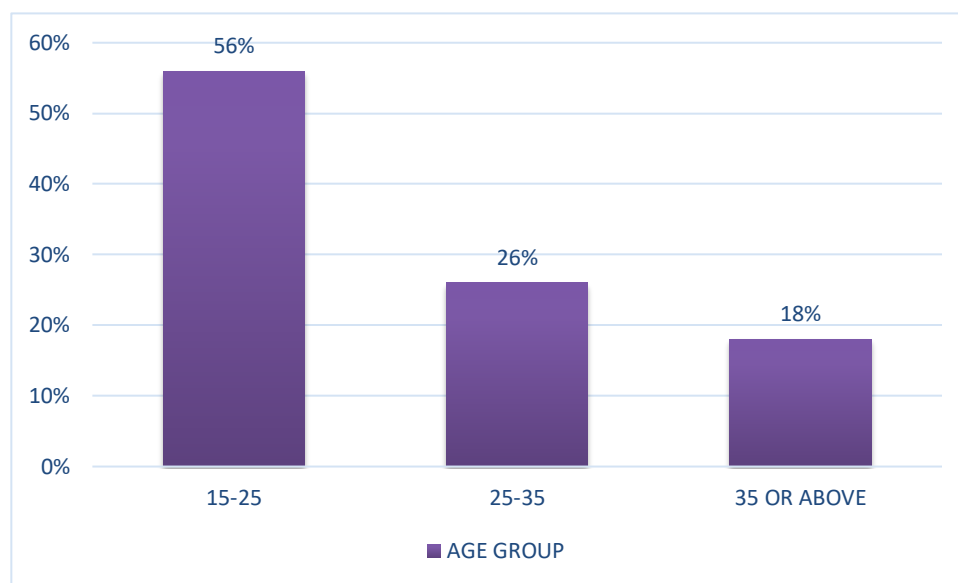
PARTICULARS	RESPONDENTS	PERCENTAGE
15-25	28	56%
25-35	13	26%
35 OR ABOVE	9	18%
<b>TOTAL</b>	<b>50</b>	<b>100%</b>

Source: Primary Data

#### **INTERPRETATION**

The table shows 56% of the respondents are of 15-25 age group, 26% are of 25-35 age group and 18% are of 35 or above age group.

**Figure 3.2**  
**Age groups of the respondent.**



### 3.3 Showing the gender of the respondents

**Table 3.3**  
**Gender of the respondents**

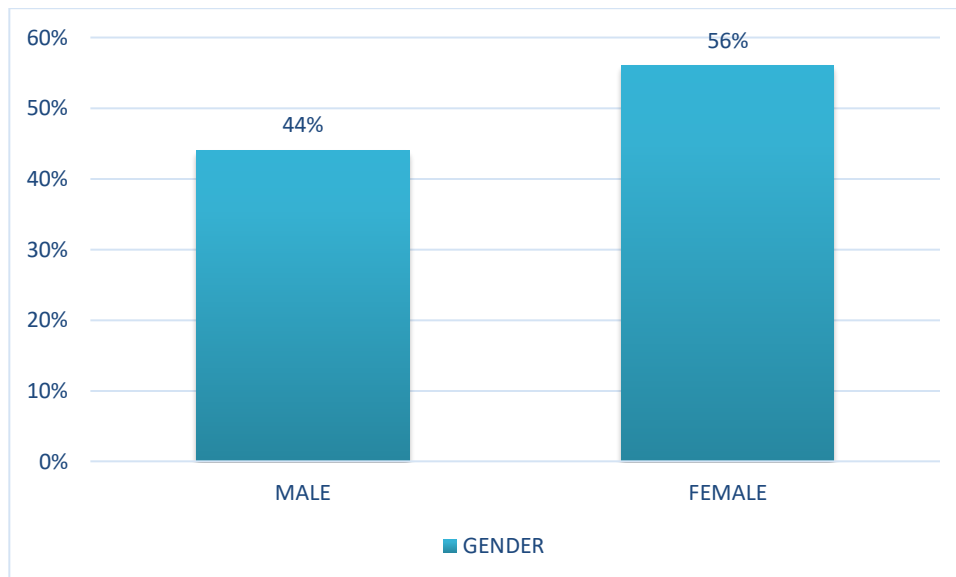
<b>PARTICULARS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
MALE	22	44%
FEMALE	28	56%
<b>TOTAL</b>	<b>50</b>	<b>100%</b>

**Source: Primary Data**

#### **INTERPRETATION**

The table shows 56% of the respondents are female whereas 44% are male.

**Figure3.3**  
**Gender of the respondent.**



### 3.4 Showing the preference of the network operator of the respondent

**Table 3.4**  
**Preference of the network operator of respondent.**

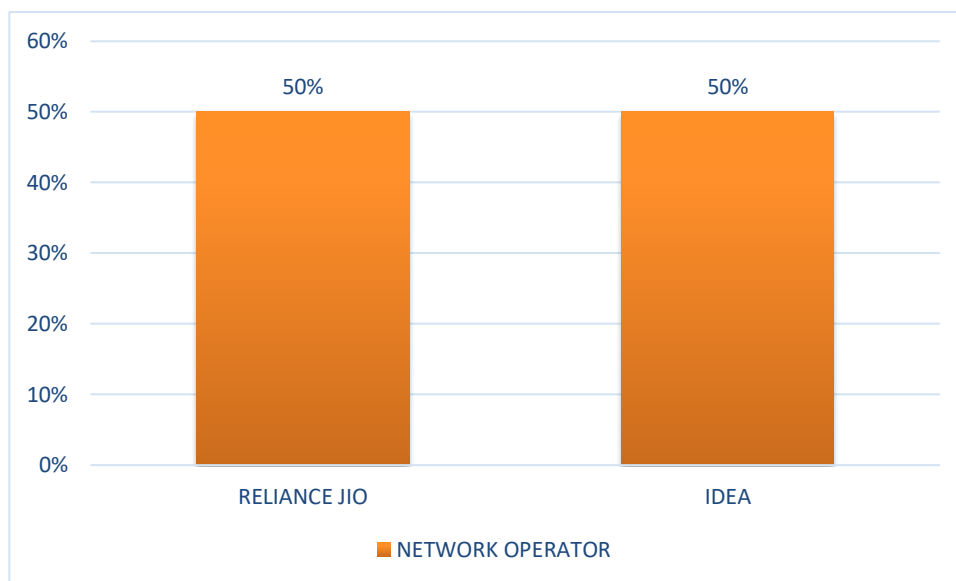
<b>PARTICULARS</b>	<b>RESPONDENTS</b>	<b>PERCENTAGE</b>
RELIANCE JIO	25	50%
IDEA	25	50%
<b>TOTAL</b>	<b>50</b>	<b>100%</b>

Source: Primary Data

#### **INTERPRETATION**

The table shows that 50% of the respondents use Idea and 50% use Reliance Jio.

**Figure 3.4**  
**Preference of the network operator of respondent.**



### 3.5 Showing the satisfaction level of the respondent

**Table 3.5**  
**Satisfaction level of the respondent**

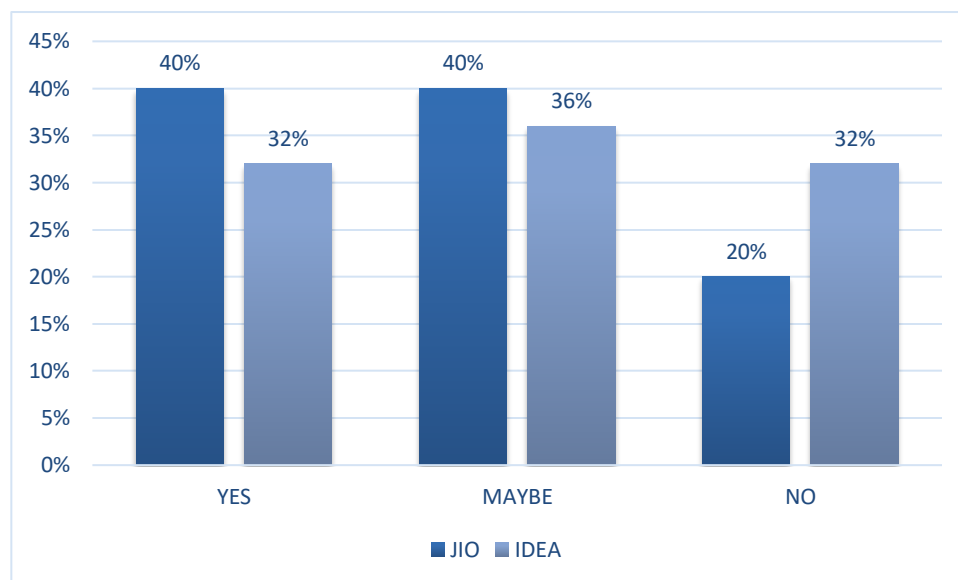
PARTICULARS	RESPONDENTS		PERCENTAGES	
	JIO	IDEA	JIO	IDEA
YES	10	8	40%	32%
MAYBE	10	9	40%	36%
NO	5	8	20%	32%
<b>TOTAL</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

Source: Primary Data

#### INTERPRETATION

The table shows that 40% of Jio respondents are neutrally satisfied with the operator, 40% fully satisfied and 20% dissatisfied with Reliance Jio. 32% of Idea respondents are highly satisfied, 36% neutrally satisfied and 32% of the respondents are dissatisfied with the same. Therefore, comparatively Jio users are extremely satisfied with their operator.

**Figure 3.5**  
**Satisfaction level of the respondent.**



### 3.6 Showing the type of connection of the respondent

**Table 3.6**  
**Type of connection of the respondent.**

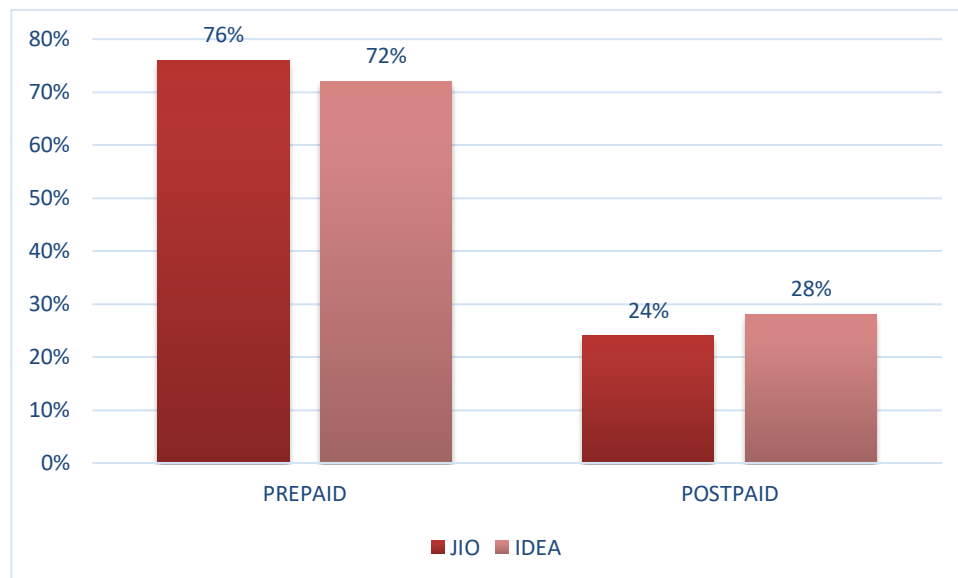
PARTICULARS	RESPONDENTS		PERCENTAGES	
	JIO	IDEA	JIO	IDEA
PREPAID	19	18	76%	72%
POSTPAID	6	7	24%	28%
<b>TOTAL</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

Source: Primary Data

#### INTERPRETATION

The table shows that 76% of Jio respondents are using Prepaid connection and 24% are using Postpaid. 72% of Idea respondents are using Prepaid connection and 28% are using Postpaid. Therefore, comparatively Jio users are using Prepaid connection are more than Idea users.

**Figure 3.6**  
**Type of connection of the respondent.**





### 3.7 Showing the desired network package affordable by the respondent

**Table 3.7**  
**Desired network package affordable by the respondent.**

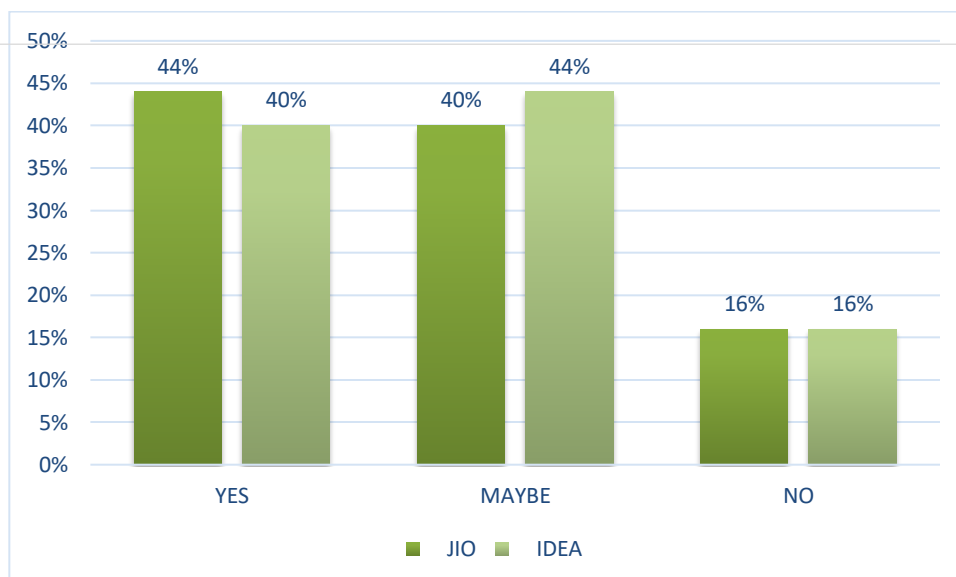
PARTICULARS	RESPONDENTS		PERCENTAGES	
	JIO	IDEA	JIO	IDEA
YES	11	10	44%	40%
MAYBE	10	11	40%	44%
NO	4	4	16%	16%
<b>TOTAL</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

Source: Primary Data

#### INTERPRETATION

The table shows that 40% of the Jio users are neutrally affordable for their network package, 44% of the users are able to afford their network package and 16% of them are unable to afford it. 40% of the Idea users are able to afford the network package, 44% are neutrally affordable to get their desired network package and 16% of them are not able to afford it. Therefore, comparatively Jio users are able to afford their network package over Idea users.

**Figure 3.7**  
**Desired network package affordable by the respondent.**



### 3.8 Showing the availability of recharge or online recharge outlet of the respondent

**Table 3.8**

**Availability of recharge or online recharge outlets of the respondent.**

PARTICULARS	RESPONDENTS		PERCENTAGES	
	JIO	IDEA	JIO	IDEA
YES	16	15	64%	60%
MAYBE	7	6	28 %	24%
NO	2	4	8%	16%
<b>TOTAL</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

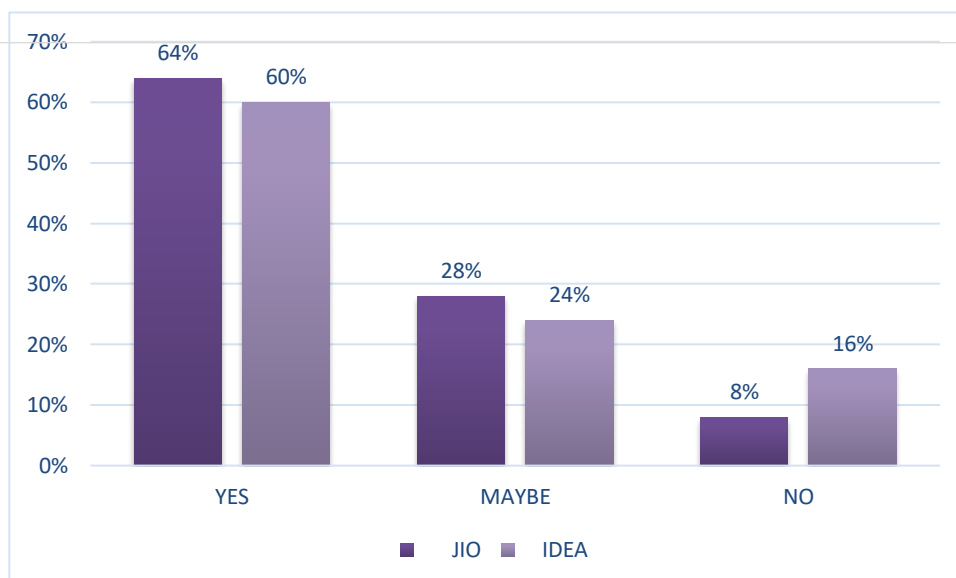
**Source: Primary Data**

#### INTERPRETATION

The table shows that 8% of the Jio users are not having the available recharge outlets, 28% are neutrally satisfied and 64% say they have the available outlet of recharge. 16% of the Idea users are not having the available recharge outlets, 24% are neutrally satisfied and 60% say they have the available outlet of recharge. Therefore, comparatively Idea has more number of users not having available outlet of recharge.

**Figure 3.8**

**Availability of recharge or online recharge outlets of the respondent.**



### 3.9 Showing the satisfaction with the network quality of the cell operator of the respondent

**Table 3.9**  
**Satisfaction with the network quality of the cell operator of the respondent.**

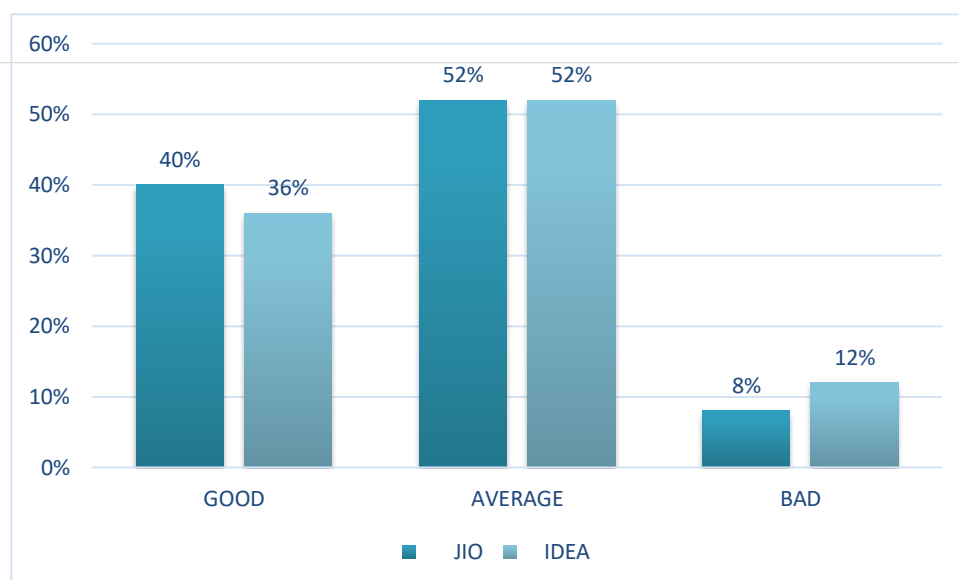
PARTICULARS	RESPONDENTS		PERCENTAGES	
	JIO	IDEA	JIO	IDEA
GOOD	10	9	40%	36%
AVERAGE	13	13	52%	52%
BAD	2	3	8%	12%
<b>TOTAL</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

Source: Primary Data

#### INTERPRETATION

The table shows that 40% of the Jio users is satisfied with the network quality of the cell operator, 52% are neutrally satisfied and 8% are dissatisfied with the quality. 36% of the Idea users are satisfied, 52% are neutrally satisfied and 12% are dissatisfied. Therefore, comparatively Idea users are more dissatisfied with the network quality.

**Figure 3.9**  
**Satisfaction with the network quality of the cell operator of the respondent.**



### 3.10 Showing the transparency in company customer relationship of the respondent

**Table 3.10**

**Transparency in company customer relationship of the respondent.**

PARTICULARS	RESPONDENTS		PERCENTAGES	
	JIO	IDEA	JIO	IDEA
YES	9	8	36%	32%
MAYBE	13	12	52%	48%
NO	3	5	12%	20%
<b>TOTAL</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

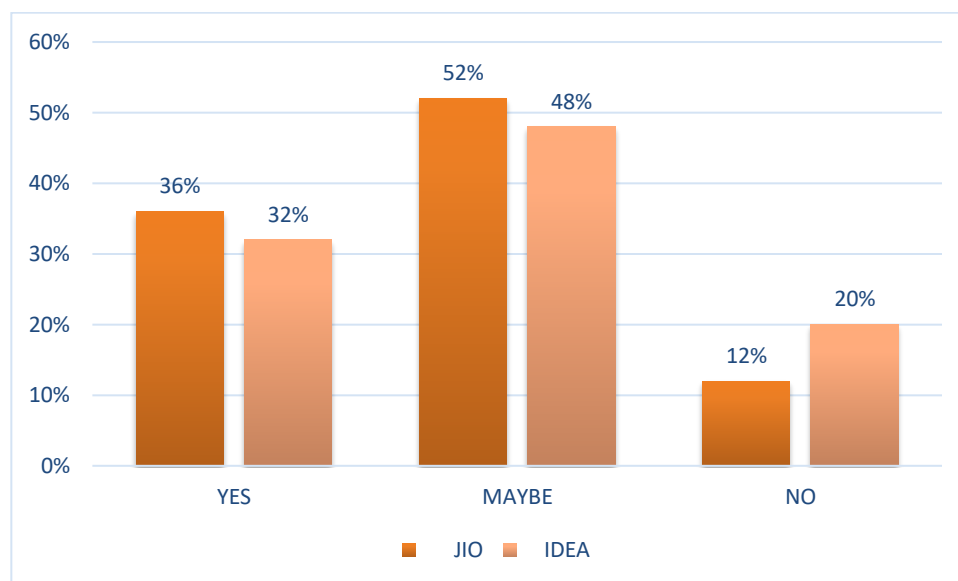
Source: Primary Data

#### INTERPRETATION

The table shows that 36% of the Jio users agree with the transparency of the company customer relationship, 52% are neutral and 12% disagree with it. 32% of the Idea users agree with the transparency, 48% are neutral and 20% disagree. Therefore, comparatively Jio users agree to the transparency of the company customer relationship.

**Figure 3.10**

**Transparency in company customer relationship of the respondent.**



### 3.11 Showing the overall perception of the mobile network of the respondent

**Table 3.11**  
**Overall perception of the mobile network of the respondent.**

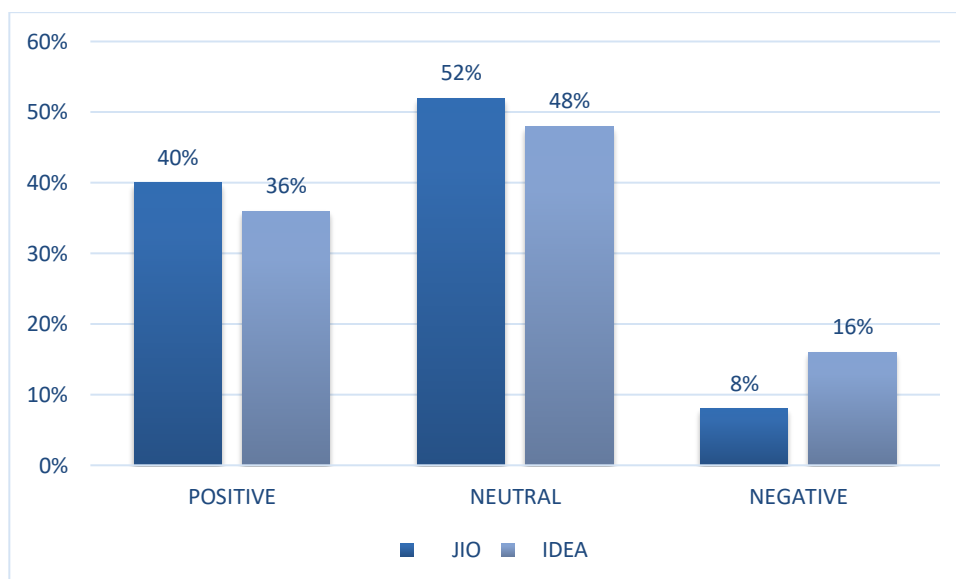
PARTICULARS	RESPONDENTS		PERCENTAGES	
	JIO	IDEA	JIO	IDEA
POSITIVE	10	9	40%	36%
NEUTRAL	13	12	52%	48%
NEGATIVE	2	4	8%	16%
<b>TOTAL</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

Source: Primary Data

#### INTERPRETATION

According to the table, 52% of the Jio users have a neutral response about the overall perception of their network, 40% have positive response and 8% of them have a negative response. 36% of the Idea users have a positive response, 48% are neutral and 16% have a negative response. Therefore, comparatively Idea users have more negative response about the overall perception of their mobile network.

**Figure 3.11**  
**Overall perception of the mobile network of the respondent.**



### 3.12 Showing the time taken by the service provider for SIM activation of the respondent.

**Table 3.12**

**Time taken by the service provider for SIM activation of the respondent.**

PARTICULARS	RESPONDENTS		PERCENTAGES	
	JIO	IDEA	JIO	IDEA
SAME DAY	14	12	56%	48%
NEXT DAY	10	10	40%	40%
2-3 DAYS	1	3	4%	12%
<b>TOTAL</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

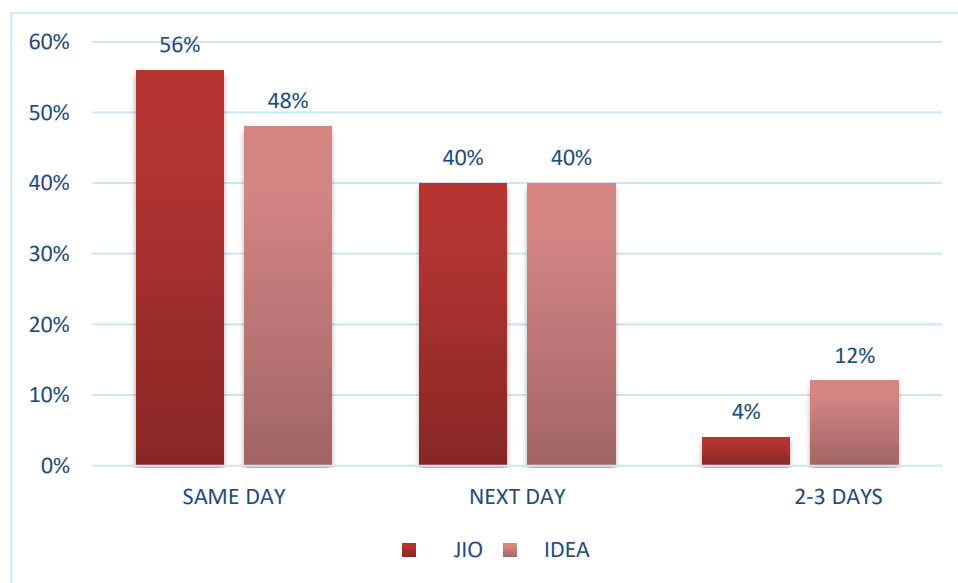
Source: Primary Data

#### INTERPRETATION

The table shows that 48% of the Idea users get their SIM activated on the same day itself, 40% get it activated on the next day and 12% get it activated in 2-3 days. 56% of Jio users get it activated on the same day itself, 40% get it on the next day and 4% get it activated in 2-3 days. Therefore, comparatively Idea takes more time for SIM activation.

**Figure 3.12**

**Time taken by the service provider for SIM activation of the respondent**



### 3.13 Showing the up to date network operator’s schemes, plans and seasonal offers of the respondent.

**Table 3.13**

**Up to date network operator’s schemes, plans and seasonal offers of the respondent.**

PARTICULARS	RESPONDENTS		PERCENTAGES	
	JIO	IDEA	JIO	IDEA
ALWAYS	12	11	48%	44%
SOMETIMES	12	12	48%	48%
NEVER	1	2	4%	8%
<b>TOTAL</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

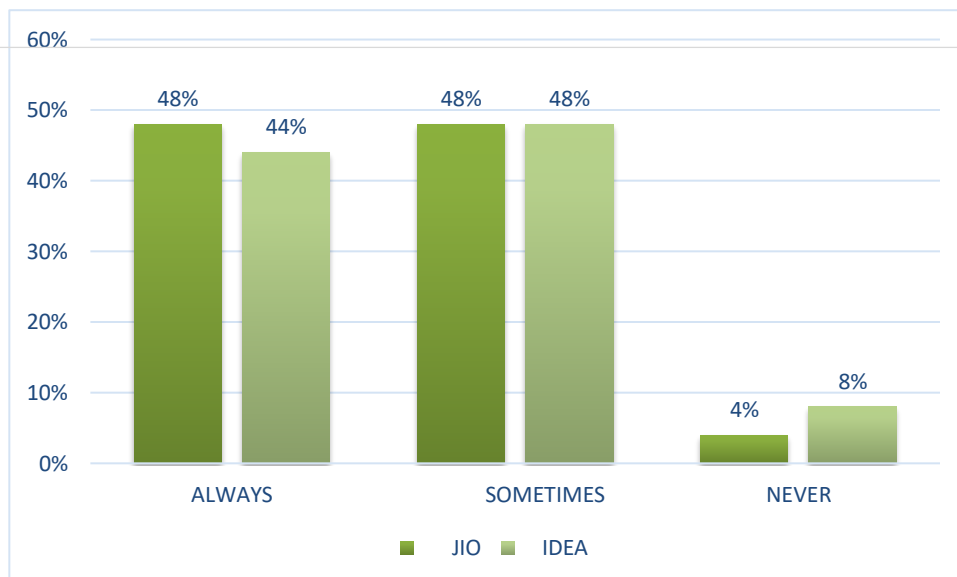
Source: Primary Data

#### INTERPRETATION

As per the table,44% of the Idea users are always updated,48% say they are only updated at times and 8% are never updated.48% of the Jio users are always updated,48% are only updated at times and 4% are never updated. Therefore, comparatively Jio users are often updated with the network operator’s schemes, plans and seasonal offers.

**Figure 3.13**

**Up to date network operator’s schemes, plans and seasonal offers of the respondent.**



### 3.14 Showing the customer care approach by the respondent

**Table 3.14**  
**Customer care approach by the respondent.**

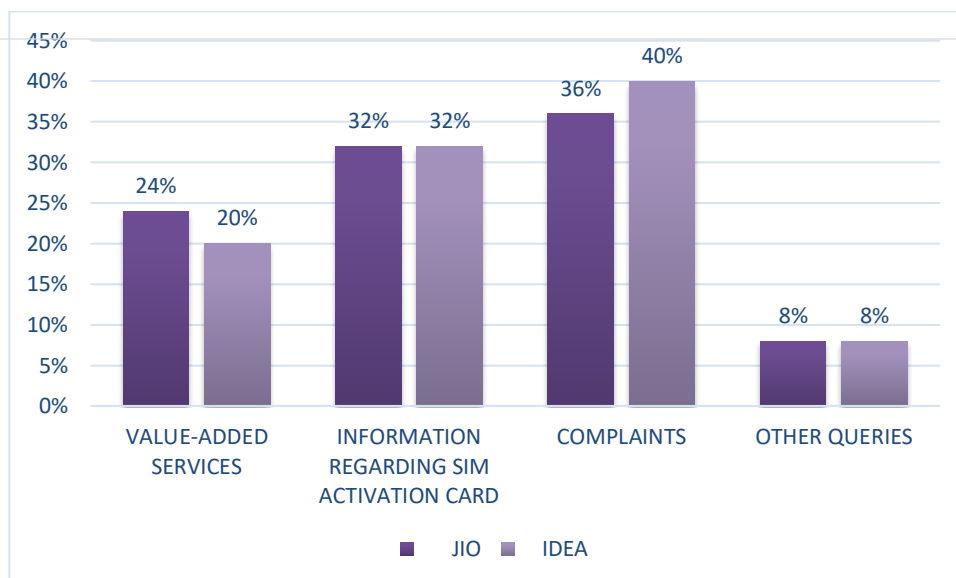
PARTICULARS	RESPONDENTS		PERCENTAGES	
	JIO	IDEA	JIO	IDEA
VALUE-ADDED SERVICES	6	5	24%	20%
INFORMATION REGARDING SIM ACTIVATION CARD	8	8	32%	32%
COMPLAINTS	9	10	36%	40%
OTHER QUERIES	2	2	8%	8%
<b>TOTAL</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

Source: Primary Data

#### INTERPRETATION

According to the table, 20% of the Idea users have value added services, 32% have information regarding SIM activation, 40% have complaints and 8% have other reasons. 24% of the Jio users have value added services, 32% information regarding SIM activation, 36% have complaints and 8% have other reasons. Therefore, comparatively Idea users have more complaints.

**Figure 3.14**  
**Customer care approach by the respondent.**





### 3.15 Showing the customer care response to the respondent

**Table 3.15**

**Customer care operator response to the respondent.**

PARTICULARS	RESPONDENTS		PERCENTAGES	
	JIO	IDEA	JIO	IDEA
YES	11	11	44%	44%
SOMETIMES	13	12	52%	48%
NO	1	2	4%	8%
<b>TOTAL</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

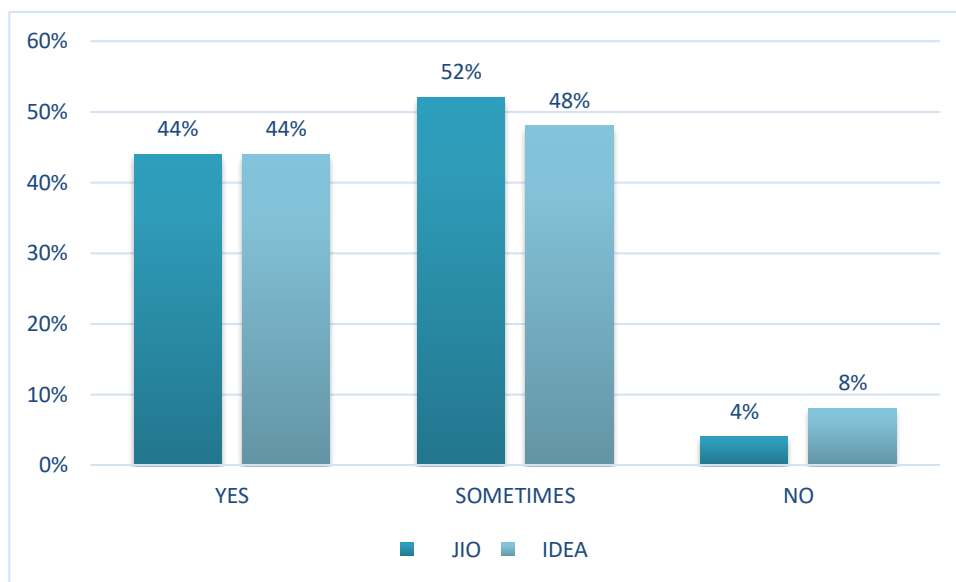
**Source: Primary Data**

#### INTERPRETATION

The table shows that 44% of the Jio users get customer care response, 52% are neutral and 4% do not get the response. 44% of the Idea users get customer care response, 48% are neutral and 8% do not get the response. Therefore, comparatively Idea users do not get customer care operator response.

**Figure 3.15**

**Customer care operator response to the respondent.**



### 3.16 Showing the extend satisfaction with Mobile Banking of the cell operator to the respondent

**Table 3.16**  
**Extend of satisfaction with Mobile Banking of the cell operator by the respondent.**

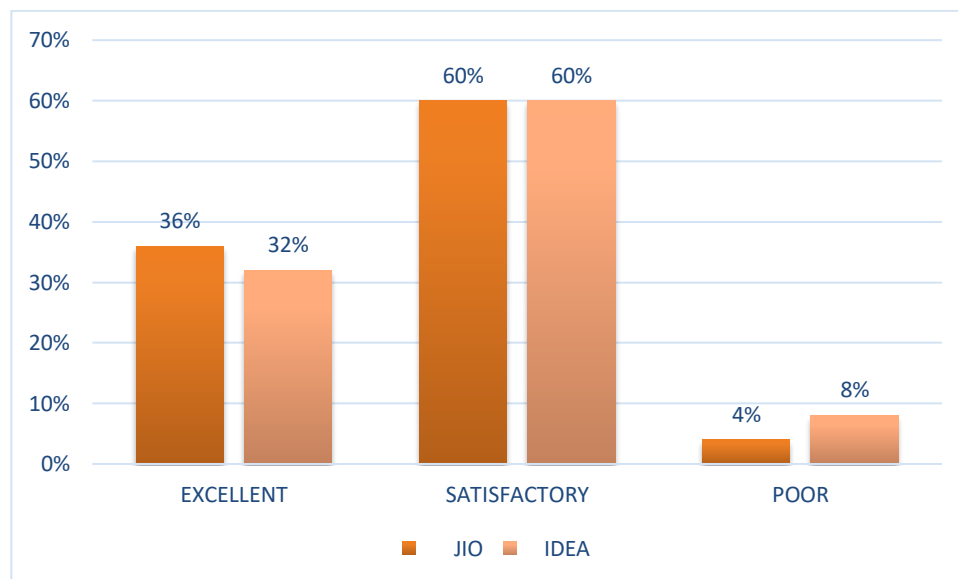
PARTICULARS	RESPONDENTS		PERCENTAGES	
	JIO	IDEA	JIO	IDEA
EXCELLENT	9	8	36%	32%
SATISFACTORY	15	15	60%	60%
POOR	1	2	4%	8%
<b>TOTAL</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

Source: Primary Data

#### INTERPRETATION

The table shows 32% of the Idea user are highly satisfied with mobile banking, 60% are neutral and 8% are dissatisfied. 36% are highly satisfied, 60% are neutral and 4% are dissatisfied. Therefore, comparatively Jio users are highly satisfied.

**Figure 3.16**  
**Extend of satisfaction with Mobile Banking of the cell operator by the respondent.**



### 3.17 Showing the preference of other network over current network operator of the respondent

**Table 3.17**  
**Preference of other network operator over current network operator by the respondent.**

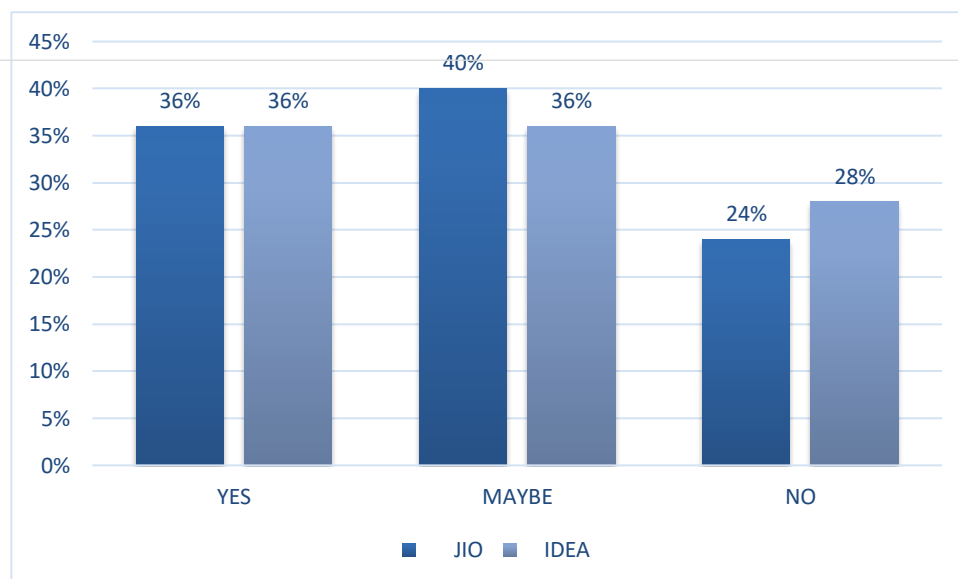
PARTICULARS	RESPONDENTS		PERCENTAGES	
	JIO	IDEA	JIO	IDEA
YES	9	9	36%	36%
MAYBE	10	9	40%	36%
NO	6	7	24%	28%
<b>TOTAL</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

Source: Primary Data

#### INTERPRETATION

The study shows that 36% of the Jio users prefer other network operator and 24% prefer the current operator itself. 36% of the Idea users prefer other network operator and 28% prefer the current operator. Therefore, comparatively Idea users prefer the current network over Jio users.

**Figure 3.17**  
**Preference of other network operator over current network operator by the respondent.**



### 3.18 Showing the validity of the package

**Table 3.18**

**Validity of the package.**

PARTICULARS	RESPONDENTS		PERCENTAGES	
	JIO	IDEA	JIO	IDEA
1 MONTH	8	7	32%	28%
2 MONTHS	12	11	48%	44%
OTHERS	5	7	20%	28%
<b>TOTAL</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

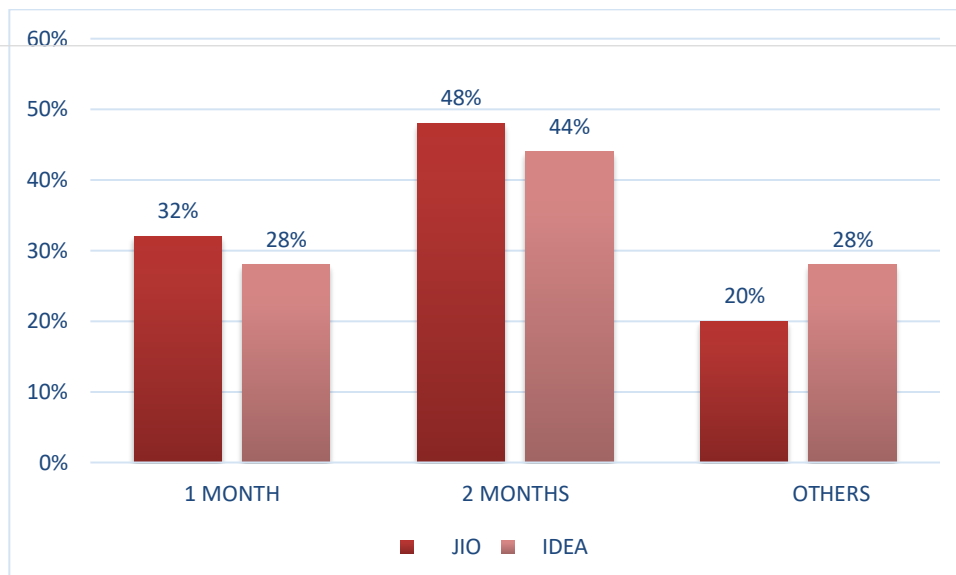
Source: Primary Data

#### INTERPRETATION

The table shows 32% of the Jio users have 1 month validity, 48% have 2 months and 20% are others. 28% of Idea users have 1 month validity, 44% have 2 months and 28% have others. Therefore, comparatively Idea users have more response of 2 months validity.

**Figure 3.18**

**Validity of the package.**



### 3.19 Showing the network package worth for the price paid

**Table 3.19**  
**Is the network package worth the price paid?**

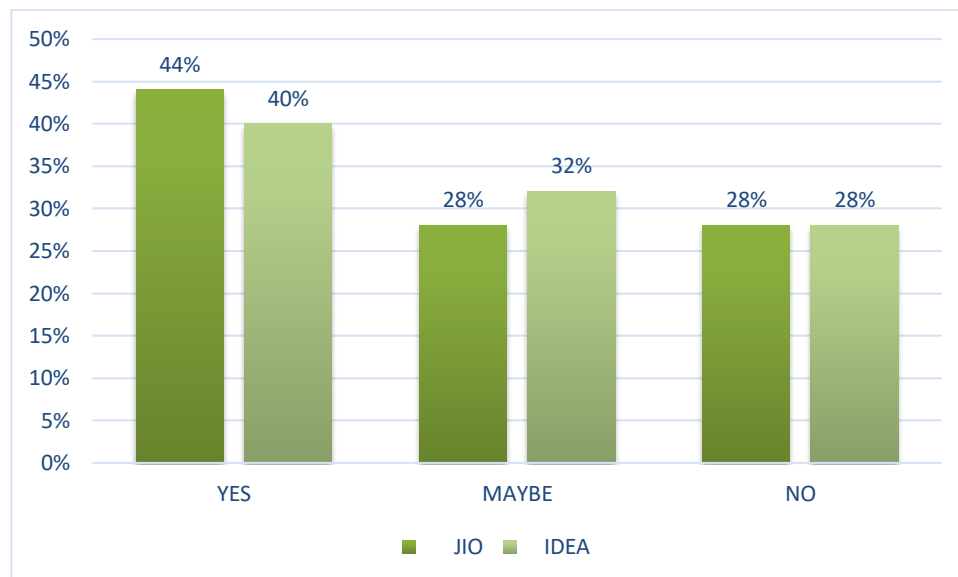
PARTICULARS	RESPONDENTS		PERCENTAGES	
	JIO	IDEA	JIO	IDEA
YES	11	10	44%	40%
MAYBE	7	8	28%	32%
NO	7	7	28%	28%
<b>TOTAL</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

Source: Primary Data

#### INTERPREATATION

The table shows that 44% of the Jio users says that they are satisfied with the price paid for the network package, 28% are neutrally satisfied and 28% are dissatisfied with the price paid. 40% of the Idea users are satisfied with the price paid for the network, 32% are neutrally satisfied and 28% are dissatisfied with the price paid. Therefore, comparatively Jio users are satisfied with the price paid for the network package

**Figure 3.19**  
**Is network package worth the price paid?**



### 3.20 Showing the network coverage in the area

**Table 3.20**  
**Network coverage in the area**

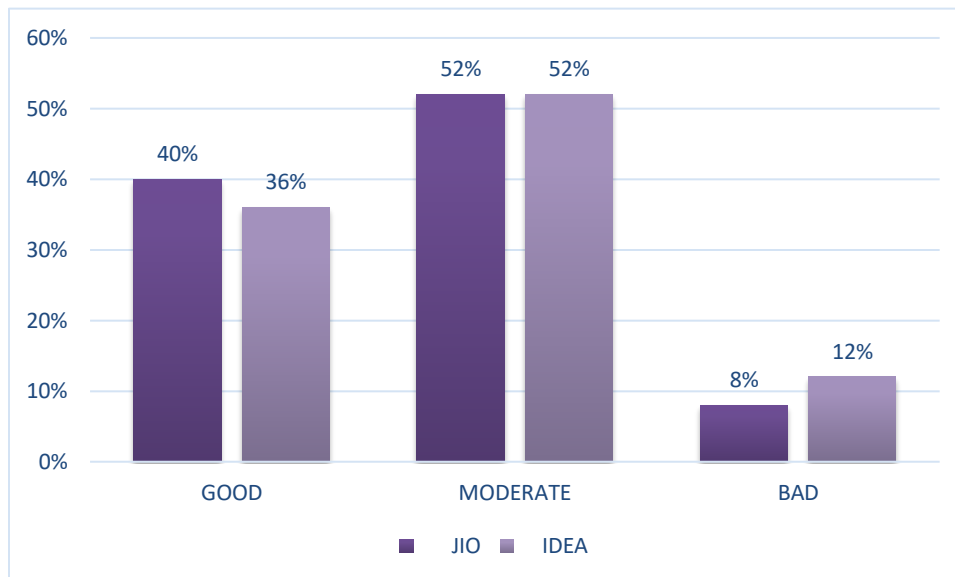
PARTICULARS	RESPONDENTS		PERCENTAGES	
	JIO	IDEA	JIO	IDEA
GOOD	10	9	40%	36%
MODERATE	13	13	52%	52%
BAD	2	3	8%	12%
<b>TOTAL</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

Source: Primary Data

#### INTERPRETATION

The table shows that 36% of the Ide users have Good network coverage, 52% have a moderate coverage and 12% have bad coverage. 40% have good coverage, 52% have moderate coverage and 8% have bad coverage. Therefore, comparatively Jio has Good network coverage.

**Figure 3.20**  
**Network coverage in the area**



### 3.21 Showing the data usage per day

**Table 3.21**  
**Data usage per day.**

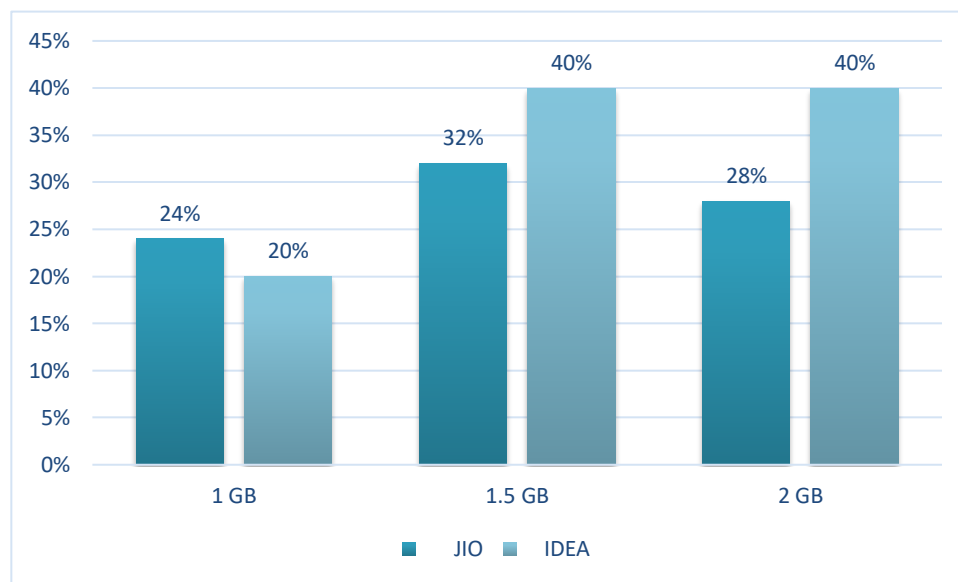
PARTICULARS	RESPONDENTS		PERCENTAGES	
	JIO	IDEA	JIO	IDEA
1 GB	6	5	24%	20%
1.5 GB	12	10	32%	40%
2 GB	7	10	28%	40%
<b>TOTAL</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

Source: Primary Data

#### INTERPRETATION

The above table shows,24% of the Jio users have 1GB data usage,32% have 1.5GB and 28% have 2GB usage.20% of the Idea users have 1GB data usage,40% have 1.5GB and 40% have 2GB.Therefore, comparatively Idea users have more data usage than Jio users.

**Figure 3.21**  
**Data usage per day.**



### 3.22 Showing the access to ISD calls in the package

**Table 3.22**  
**Access to ISD calls in the package.**

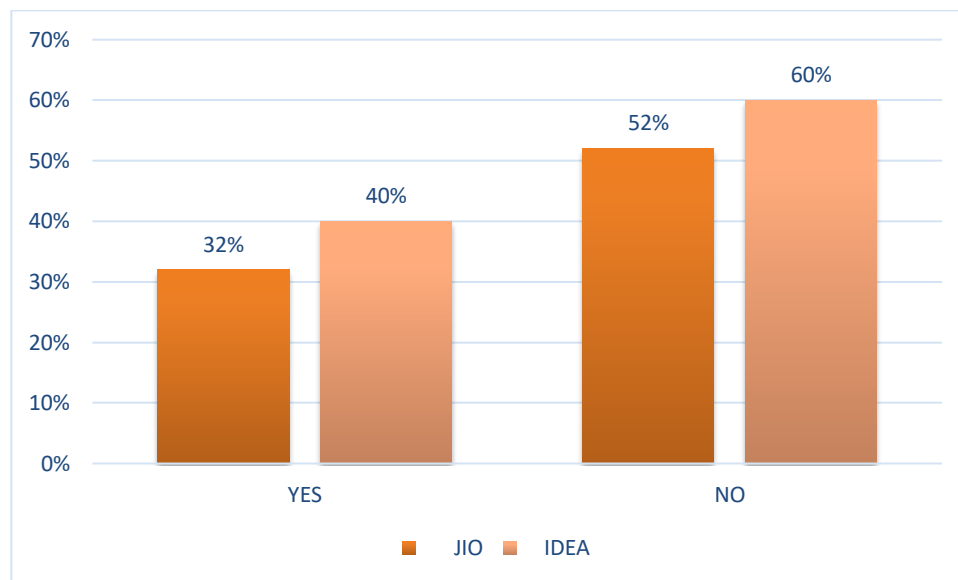
PARTICULARS	RESPONDENTS		PERCENTAGES	
	JIO	IDEA	JIO	IDEA
YES	12	10	32%	40%
NO	13	15	52%	60%
<b>TOTAL</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

Source: Primary Data

#### INTERPRETATION

The table shows that 32% of the Jio users have access to ISD calls and 52% doesn't have. 40% of the Idea users have access to ISD calls and 60% doesn't have. Therefore, comparatively Idea users have more access to ISD calls in the packages.

**Figure 3.22**  
**Access to ISD calls in the package.**





### 3.23 Showing ethical code in very service the cell operator promotes

**Table 3.23**

**Does the cell operator promote ethical code in every service it provides?**

PARTICULARS	RESPONDENTS		PERCENTAGES	
	JIO	IDEA	JIO	IDEA
YES	10	8	40%	32%
MAYBE	12	13	48%	52%
NO	3	4	12%	16%
<b>TOTAL</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

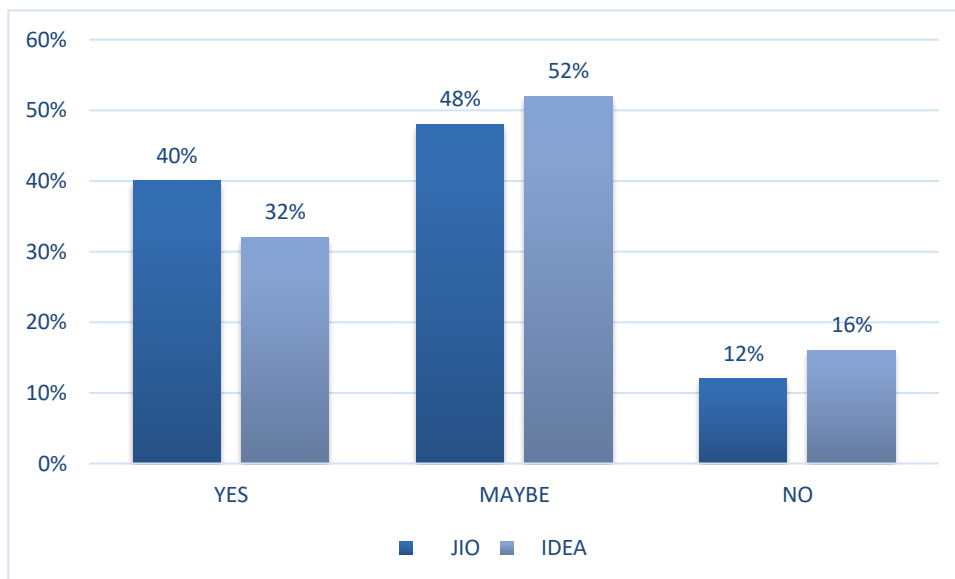
Source: Primary Data

#### INTERPRETATION

As per the table,32% of the Idea users say their cell operator promote ethical code and 16% disagree to the statement.40% of the Jio users agree that their cell operator promote ethical code. Therefore, comparatively Jio promotes more ethical code in every service they provide.

**Figure 3.23**

**Does the cell operator promote ethical code in every service it provides?**



### 3.24 Showing the user- friendliness of the network

**Table 3.24**  
**Is the network being user-friendly?**

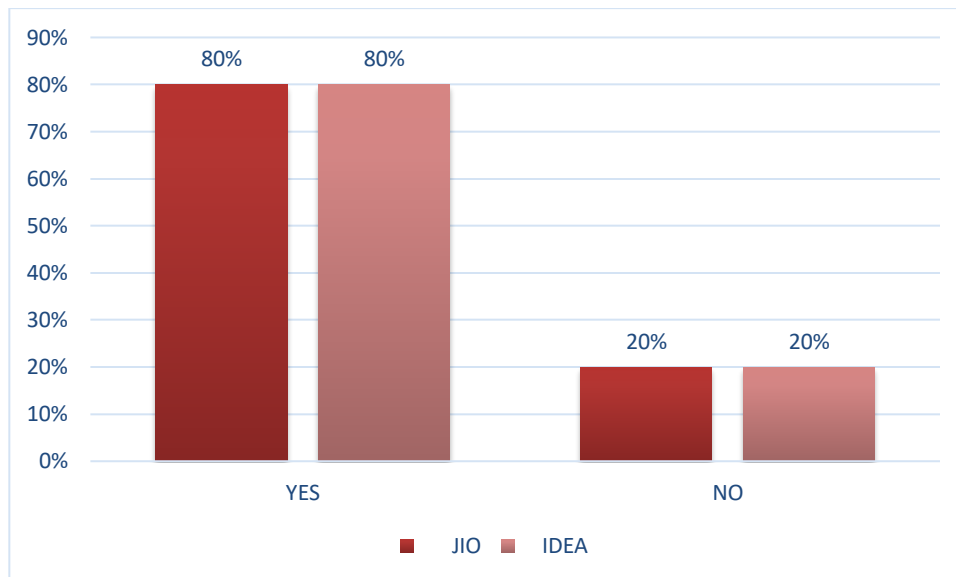
PARTICULARS	RESPONDENTS		PERCENTAGES	
	JIO	IDEA	JIO	IDEA
YES	20	20	80%	80%
NO	5	5	20%	20%
<b>TOTAL</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

Source: Primary Data

#### INTERPRETATION

The table says 80% of the Jio users say their network is user friendly and 20% disagree that it is user friendly.80% of the Idea users say their network is user friendly and 20% disagree .Therefore, comparatively the responses are neutral in both the cell operators.

**Figure 3.24**  
**Is the network being user friendly?**



### 3.25 Showing the non-preference of cell operator

**Table 3.25**  
**Non-preference of cell operator.**

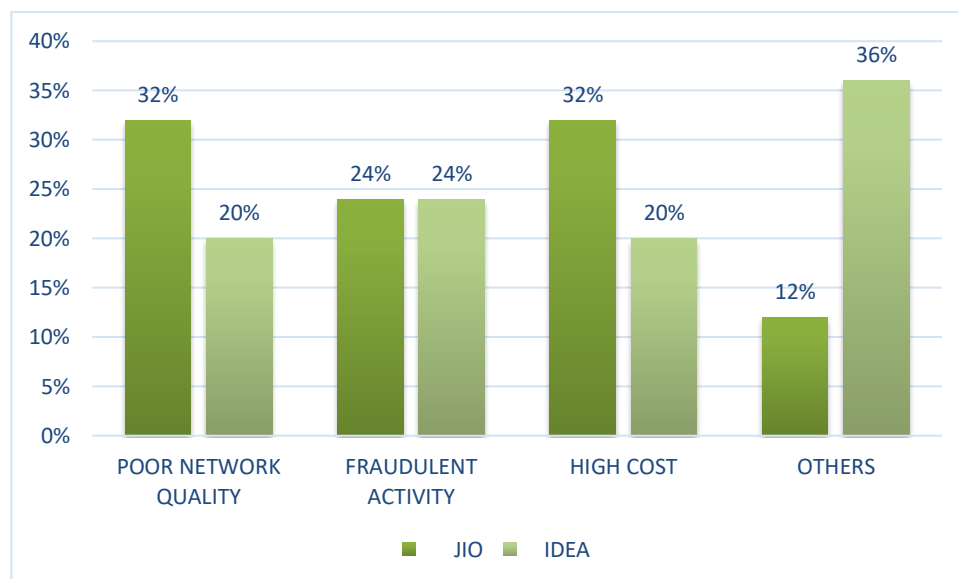
PARTICULARS	RESPONDENTS		PERCENTAGES	
	JIO	IDEA	JIO	IDEA
POOR NETWORK QUALITY	8	5	32%	20%
FRAUDULENT ACTIVITY	6	6	24%	24%
HIGH COST	8	5	32%	20%
OTHERS	3	9	12%	36%
<b>TOTAL</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

Source: Primary Data

#### INTERPRETATION

According to the table,32% of the Jio users have poor network quality,24% say fraudulent activity,32% say it high cost and 12% of them say other reasons for the non-preference of the cell operator.20% of the Idea users have poor network quality,24% say fraudulent activity,20% say high cost and 36% other reasons. Therefore comparatively Idea users say that they have less problem of network quality over Jio.

**Figure 3.25**  
**Non preference of cell operator.**



### 3.26 Showing the plan to shift to any other cell operator in the future

**Table 3.26**  
**Plan to shift to any other cell operator in the future.**

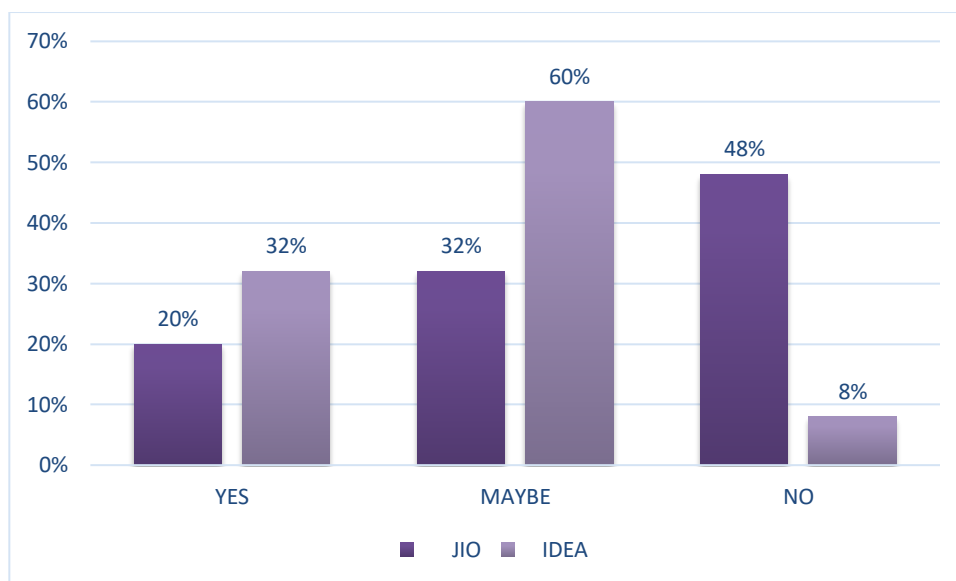
PARTICULARS	RESPONDENTS		PERCENTAGES	
	JIO	IDEA	JIO	IDEA
YES	5	8	20%	32%
MAYBE	8	15	32%	60%
NO	12	2	48%	8%
<b>TOTAL</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

Source: Primary Data

#### INTERPRETATION

The analysis says that 32% of the Idea users may like to shift to any other cell operator, 60% are neutral and 8% don't want to shift to any other operator. 20% of Jio users may like to shift to any other cell operator, 32% are neutral and 48% don't want to shift. Therefore, comparatively Idea users has more response to shift to any other cell operator in future.

**Figure 3.26**  
**Plan to shift to any other cell operator in the future.**



### 3.27 Showing the recommendation of cell operator to friends and family

**Table 3.27**  
**Recommendation of cell operator to friends and family.**

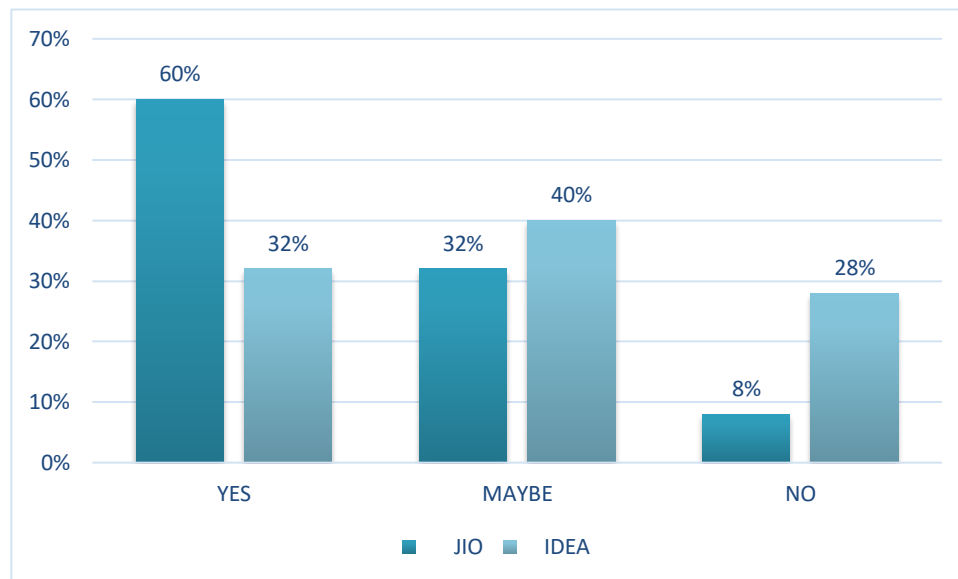
PARTICULARS	RESPONDENTS		PERCENTAGES	
	JIO	IDEA	JIO	IDEA
YES	15	8	60%	32%
MAYBE	8	10	32%	40%
NO	2	7	8%	28%
<b>TOTAL</b>	<b>25</b>	<b>25</b>	<b>100%</b>	<b>100%</b>

Source: Primary Data

#### INTERPRETATION

The table shows that 60% of the Jio users would like to recommend their cell operator to their friends and family, 32% have a neutral response and 8% of them wouldn't like to recommend. 32% of the Idea users would like to recommend, 40% have a neutral response and 28% wouldn't like to recommend. Therefore, comparatively Jio users would like to recommend their cell operator to friends and family.

**Figure 3.27**  
**Recommendation of cell operator to friends and family.**



**CHAPTER - 4**  
**FINDINGS, SUGGESTIONS,**  
**CONCLUSIONS**

## **4.1 FINDINGS**

- ❖ The table shows 48% of the respondents are students, 22% are involved in business, 16% are employees and 14% unemployed.
- ❖ The table shows 56% of the respondents are of 15-25 age group, 26% are of 25-35 age group and 18% are of 35 or above age group.
- ❖ The table shows 56% of the respondents are female whereas 44% are male.
- ❖ The table shows that 50% of the respondents use Idea and 50% use Reliance Jio.
- ❖ The table shows that Jio users(40%) are extremely satisfied with their operators than the Idea users(32%).
- ❖ The table shows that Jio users(76%) use Prepaid connections more than Idea users(72%).
- ❖ The table shows that Jio users(44%) are able to afford their network package over Idea users(40%).
- ❖ The table shows that Idea has more number of users(16%) not having access to the recharge outlets than Jio users(8%).
- ❖ The table shows that Idea users(12%) are more dissatisfied with the network quality than the Jio users(8%).
- ❖ The table shows that Jio users(36%) agree to the transparency of the company customer relationship than the Idea users(32%).
- ❖ The table shows that Idea users(16%) have more negative response about the overall perception of their mobile network than the Jio users(8%).
- ❖ According to the table Idea(12%) takes more time for SIM activation than Jio(4%).
- ❖ The table shows that Jio users(48%) are more updated with the network operator's schemes, plans and seasonal offers than Idea users(44%).
- ❖ As per the table Idea users(40%) have more complaints than Jio users(36%).
- ❖ According to the table, Idea users(8%) does not get customer care operator response than Jio users(4%).
- ❖ The table shows that Jio users(36%) are highly satisfied with Mobile Banking of the

cell operator by the respondent than Idea users(32%).

- ❖ The table shows that Idea users(28%) prefer the current network over Jio users(24%).
- ❖ The table shows that Idea users(48%) have more response of 2 month validity than the Jio users(44%).
- ❖ The study shows that Jio users(44%) satisfied with the price paid for the network package than the Idea users(40%).
- ❖ The table shows that Jio(40%) has good network coverage than Idea(36%).
- ❖ As per the table, Idea users(40%) have more data usage than Jio users(28%).
- ❖ According to the table, Idea users(40%) have more access to ISD calls in the package than Jio users(32%).
- ❖ The table shows that Jio(40%) provides more ethical code in every service they provide than Idea(32%).
- ❖ The table shows that both the network operators are user-friendly(80%).
- ❖ According to the survey, Idea users(20%) say that they have less problem of network quality over Jio(32%).
- ❖ The table says that Idea users(32%) have more response to shift to any other cell operator in the future than Jio users(20%).
- ❖ The table shows that Jio users(60%) would like to recommend their cell operator to friends and family than Idea users(32%).



## **4.2 SUGGESTIONS**

- The network operator should increase their efficiency in customer relationship.
  - Network operator should focus on providing more updates on their schemes and plans to the customer.
  - The network operator should improve their ability to handle their grievances.
  - The network operator must increase their transparency in the company customer relationship.
  - Customer care operator must respond immediately to customer needs.
- 
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### **4.3 CONCLUSION**

We can ultimately conclude that Reliance Jio and Idea has become a very successful brands in India and providing customer satisfaction is their main motive. Providing customer satisfaction is the most crucial step of the companies. They are to be satisfied and provide internet access on the move such as Wide Network Coverage and good 4G services. They are important and technologically advanced which is required by almost everybody in today's environment.

It provides unlimited free calling and data services and SMS on the move as people are dependent on it in their daily lives like 4G services because 3G services was unable to meet the customer needs and wants.

With 110.01 million connections, the Indian telecommunication industry is the fifth largest and fastest growing infrastructure sector in the world. The subscriber base of the Indian telecommunication industry has grown by 40 per cent in the year 2005 and is expected to reach 500 million by the end of the 227 year 2010.

In the last 3 years, two out of every three new telephone connections were wireless and it accounts for around 54.60 per cent of the total telephone subscriber base in India, as compared to only 40 per cent in 2003. The wireless subscriber base in India increased rapidly from 38.69 million connections in 2004 to 452.91 million connections in the financial year 2009

It is generally portrayed that the industry is faced certain draw backs like: slow telecommunication reform process and low penetration capability in rural India. Moreover, service providers' bears huge initial cost for establishment of basic infrastructure and they face difficulties in margins, achieving break-even margins. Huge initial capital investments and limited spectrum availability and high interconnection charges between the private and state operators, are added to the existing complication.

The study states that as competition in the telecom arena intensified, service providers took new initiatives to persuade customers with more valuable services. Value Added Services (VAS) in the new generation cellular phone technology arena are a rising star in India's fast growing wireless business.

Voice based services are increasingly becoming a commodity. Therefore, it could be concluded that the enterprise market represents high value services for an operator, as many of the customers will pay a premium for availability, reliability and quality of service. Current mainstream offerings to the enterprise market are based around capacity and hosted services, sometimes complemented by IT outsourcing projects. But the challenge for the operators is how to offer services that can deepen the relationship with the Enterprise through increasing the scope of their service offering.

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## APPENDIX

### QUESTIONNAIRE

Name

Your answer

Residence

Your answer

Occupation

- Employee
- Business
- Student
- Unemployed

AGE

- 15-25
- 25-35
- 35 or above

Sex

- Male
- Female

Are you satisfied with your network operator?

- Yes,
- Maybe
- No

Network Operator

- JIO
- IDEA

Which type of connection do you prefer

- Prepaid
- Postpaid

Are the desired network packages affordable?

- Yes
- Maybe
- No

To what extent are you satisfied with the network quality of your cell operator?

- Good
- Average
- Bad

Is recharge outlets or online recharge available for your network operator?

- Yes,
- Maybe
- No

Is there transparency in the company customer relationship?

- Yes,
- Maybe
- No



What is the overall perception of your network?

- Positive
- Neutral
- Negative

How much time is taken by your service provider to activate the SIM

- Same day
- Next day
- 2-3 days

Are you informed up to date with your network operator's schemes, plans and seasonal offers?

- Always
- Sometimes
- Never

Why do you approach customer care?

- Value-added services
- Information regarding SIM activation and data plans
- Complaints
- Other queries

Does your customer care operator respond immediately to your requests?

- Yes
- Some times
- No

To what extend are you satisfied with Mobile Banking of your cell operator?

- Excellent
- Satisfactory
- Poor

Would you prefer any other network operator over your current network operator?

- Yes,
- Maybe
- No

What is the validity of your package?

- 1 months
- 2 months
- Others

Is your network package worth the price you pay?

- Yes,
- Maybe
- No

How good is the network coverage in your residence?

- Good
- Moderate
- Bad

What is your data usage per day?

- 1 GB
- 1.5 GB
- 2 GB

Do you have access to ISD calls in your package?

- Yes
- No

Is your network package worth the price you pay?

- Yes,
- Maybe
- No

Is your network user-friendly

- Yes
- No

Why would you not prefer your cell operator

- Poor network quality
- Fraudulent activity
- High cost
- Others

Are you planning to shift to any other cell operator in your future?

Yes,

Maybe

No

Are you going to recommend your cell operator to friends or family?

Yes,

Maybe

No