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Editorial

I am feeling immense pleasure in presenting the Vol. XIII July-September, 2022 edition of the multidisciplinary research journal "THE ETERNITY". I express my heartiest congratulations and gratefulness to the team of this journal for thier collective efforts in right direction. The development of human civilization in the consequence of innovation and knowledge. Knowledge has grown in many directions in the last hundred years. in India, there has been a great expansion of knowledge after the mid of the last century which covers variety of researches; Science and Technology, Medicine, Management Humanities, Culture, Education, Philosophy, Linguistics, Environment, etc.

"THE ETERNITY" focused on the wide range of issues concerning multidisciplinary environment. I am sure that the journal will serve as a common platform to evaluate and understand the interface of the different aspects of theory, tools and preactice all disciplines.

"THE ETERNITY" is a six monthly bi-lingual, Peer Reviewed Refereed Research Journal that encompasses research papers, research articles, book reviews and scientific commentaries in al disciplines. The journal is dedicated to bring out research papers/articles/reports on a wide range of facts of contemporary relevance in the broad prospects of national and international studies. Lastly, we are looking forward to learned comments, criticism and appraisal from readers end for correction in the next edition.

Editor-in-Chief

Dr. Yatendra K. Singh

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A Study on Post Disruption Consumer Satisfaction of Reliance Jio: With Reference to Uttar Pradesh Telecom Circle

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Abstract

A computer network, also called a data network, is a digital network for sending and receiving data. India's largest private company, Reliance Jio Limited (RJL), is a subsidiary of Reliance Industries Limited (RIL). It is the first telecom operator to hold a pan-India unified licence. The company offers all kinds of communication services except for global mobile personal communication through satellite services. The goal of this study is to find out about level of satisfaction of the sample users with the reliance Jio 4G data service. In this study, simple percentages and mean method are used to look at the results of a questionnaire.

Keywords: *Customer satisfaction, network coverage, promotion plan, telecom industry.*

Introduction

“Disruptive Innovation refers to the innovation that transforms expensive or highly sophisticated products or services—previously accessible to a high-end or more-skilled segment of consumers—to those that are more affordable and accessible to a broader population. This transformation disrupts the market by displacing long-standing, established competitors.”

“Disruptive innovation is the process by which a smaller company usually with fewer resources moves upmarket and challenges larger, established businesses.”

Clayton Christensen pioneered the concept of disruptive innovation in his book 'The Innovator's Solution', the follow-up to

his 1997 book 'The Innovator's Dilemma'. Christensen hypothesised that businesses engage with two kinds of technology. Sustainable technologies are ones that allow a company to progressively enhance its operations over a certain period of time. These technologies and the manner in which they were implemented in the company were created largely to enable corporations to stay competitive, or at the very least, to maintain the status quo. The disruptive technologies and the manner in which they were incorporated—the disruptive innovations—were more difficult to plan for and possibly more damaging to businesses that did not give them adequate consideration.

India is one of the largest telecom markets in the world, especially when it comes to mobile internet because it has the most people and is developing the fastest. In India, however, the biggest operators are Airtel, Vodafone-Idea, Reliance, BSNL. In 1882, the telephone was first used. Between March 2010 and March 2011, Indian telecom operators had 227.27 million wireless subscribers, or an average of 18.94 million subscribers per month. China has the largest telecommunications network in the world right now. During the same time period, it added 119.2 million wireless subscribers. In May 2016, there were 1058.01 million people who had both a cell phone and a landline. Most importantly, the next phase of development for 4G services will be in the wireless market, with a stronger focus on providing internet data services. Whereas Reliance Jio Infocomm Ltd ("RJIL") & Reliance Communications Limited ("RCOM") announced that they had signed agreements for the transfer of spectrum from RCOM to RJIL in the 800 MHz band in 9 circles and for sharing spectrum in the 800 MHz band in 17 circles. Where Reliance Jio has stated that its network has set a world record by signing up more than 16 million users in its first month of business. The Jio 4G service from Reliance Jio has between 52 and 55 million users at the moment. Reliance Jio offers its customers a safe and secure way to use the internet and its services, as well as deals and discounts. While Reliance Communications has set up a pan-India, next-generation, inclusive (wireless and wired), convergent (voice, data, and video), digital network that can support best-of-class services across the entire communications value chain and in over 21,000 cities and towns and over 400,000 villages. India has the world's largest

communication infrastructure, with over 280,000 kilometres of optical fibre cable systems connected by the next generation of IP.

The biggest mobile network operator in the country is Reliance Jio, which is a company that works with phones. It has about 38.75 crore subscribers, which makes it the 3rd largest mobile network company in the world. Reliance Jio offers 4G voice and data services, as well as other services like instant messaging, streaming movies and music, and many more.

Jio now has the most liberalised spectrum in the country, and it did so in a way that was very cheap. Reliance Jio will offer free digital services to the next generation over an all-IP network that can be easily upgraded to 5G and beyond. Jio already has 2300 MHz spectrum all over India and 1800 MHz spectrum in 14 circles. During this year's auction, it spent over Rs 10,000 crore to buy 800 MHz spectrum in ten circles as well as 1800 MHz spectrum in six circles. This means that nearly about Rs 34,000 cr have been spent on spectrum assets so far.

In a market where companies compete for the customer satisfaction is regarded as a key way to stand out, and it is becoming an increasingly important part of business strategy. Businesses keep track of customer satisfaction to figure out how to get more customers, keep them loyal, make more money, get a bigger share of the market, and stay in business. It is a very personal evaluation that depends a lot on what the customer wants. They look at the whole experience a customer has with a company or service contact and give a detailed evaluation of that experience. Customer satisfaction is indeed an abstract idea, and the way it shows up in real life will be different for each person and each product or service.

Statement of the Problem

Good quality at a lower price, a few extra services that add value, and honest help with a smile when you're in trouble: that's what good data service is all about. In our country, there are many different data service providers, and they are very important in meeting customer needs. In India, it is hard to call any 4G data service provider 'The Best'. But if we do a quick study, we can find the best one with certain restrictions. Service providers can only be successful if their customers are happy. So, an effort has

been made to look into how customers are satisfied with the Reliance Jio 4G data service in Uttar Pradesh.

Literature Review

Adhinarayanan, B., & Gurunathan, K. B. (2011). In their article "A Study on Customer Satisfaction towards Reliance Telecom in Tamilnadu with Special Reference to Salem City," the authors say that the Indian telecom sector, like every other industry in the country, has grown and changed over time. Starting with telegraph and telephone systems in the nineteenth century, the field of telephone communication has grown to include new technologies like GSM, CDMA, WLL, and the great 3G Technology in cell phones.

Jena (2012) customer satisfaction and brand loyalty in cellular services are both very important parts of marketing. As he said, what Indian telecom companies need right now is to reach out to rural areas by putting a well-planned strategy into action. If they don't, they'll get stuck in their business.

Farid and Jha (2013) discovered that consumers in Bihar are not happy with the services that telecom companies offer. They said that marketers should use good Customer Relationship Management techniques to build long-term relationships with customers, staff, shareholders, and other people who care about what the telecom company does.

Satyanarayana, D. and Sambasiva, K. (2017) analysed every part of the industry overview of jio, including the R-jio line of attack, the LYF smartphones, and all of jio's multimedia apps, which helped its position. Michael Porter's five-force model was also used to do an analysis of the industry, which showed that the notification of its free offers had a big effect not only on its competing companies but also on its subscribers. According to the study, Reliance Jio caused a lot of unplanned and unforeseen changes in how competitors did business and how customers behaved. They also found out that this new service influenced the stability of the mobile industry and shook up competitors so much that they had to go through acquisitions and mergers in the telecom industry. For example, Airtel and Idea bought Telenor and Vodafone, respectively, as a result. In the research paper, the author tries to figure out how Jio affects the strategies of Jio's competitors in the telecommunications industry.

Gowthami Chintala et al (2017) The goal of this article, which is called "Customers' Satisfaction Towards Telecommunication Service Provider: A Study on Reliance Jio," is to find out how happy customers are. The gender-based analysis of customer satisfaction shows that there is no difference between what men and women think about how satisfied they are with the services provided by Jio.

Boobalan, C., et al (2017) In their study, "customer's satisfaction towards Reliance JIO sim with special reference to Dharmapuri District," they tried to find out how happy different customers were. Most customers choose Reliance JIO because its SIM cards are free, and most customers want to know what their income is and how happy they are with JIO's services. This is between (10001-20000). In the end, you can say that most customers are happy with how JIO works now.

Vialle, P., et al. (2020) concluded that two companies, Free Mobile in France & Reliance Jio in India, to learn more about disruption in regulated industries. By looking at how the drivers of disruption and the strategies of disruptors work together, they were able to show that both internal and external factors may play a big role in describing the level and type of disruption. It also showed that the standard theory of disruption doesn't fully explain disruptions in regulated industries like telecommunications.

Objective

To find out the solution for the above problems, the present study has been under taken with the following objectives. There are

- To ascertain the preference level of the customers regarding the services provided in 4G data service.
- To study the level of consumer satisfaction of Reliance Jio 4G data service in study area.
- To understand the impact of JIO on the Indian telecom sector.

Research Methodology

The goal of the research methods is to figure out how to do the research. This includes the Descriptive Research Design, which is a type of research design that tries to get information to describe a situation, population, or phenomenon in a systematic way. The researcher has selected 250 sample units from customers

of Reliance Jio and other telecom companies of two telecom circle of Uttar Pradesh i.e. UP East and UP West.

Sampling Technique

The sample design tells you what you want to find out and how big your final samples will be. In their research, the researchers used surveys convenient sampling method.

Sampling Population

While conducting response collection, researcher used online as well as few offline methods to collect data from two telecom circle of Uttar Pradesh i.e. UP East and UP West.

Data Collection

For the market survey, researchers used questionnaires as their main research tool. The questionnaire was made up of both open-ended questions & questions with a 5-point Likert Scale. It was designed to get as much information as possible. If there are choices, it's easier for the respondent to pick one of them instead of having to think and then answer. It also takes less time.

Data Analysis

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Airtel	35	14.0	14.0	14.0
	Reliance Jio	99	39.6	39.6	53.6
	Vodafone-Idea (Vi)	17	6.8	6.8	60.4
	BSNL/MTNL	4	1.6	1.6	62.0
	Other (More than one)	95	38.0	38.0	100.0
	Total	250	100.0	100.0	

Telecom Service Provider

Interpretation:

Maximum of 39.6% respondents are using Reliance Jio where as 14% are the user of Airtel and only 6.8% and 4% are the users of Vodafone-Idea and BSNL/MTNL respectively. A great no of peoples 38% are using more than one sim.

Table 2: Satisfaction level of the respondents						
	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Mean
Satisfaction with the telecom executives	44	121	70	11	4	2.24
Satisfaction with the sales department	30	114	83	17	6	2.42
Satisfaction with the network availability	42	113	58	26	11	2.4
Satisfaction with the VAS	26	102	91	26	5	2.52
Satisfaction with the internet facility	36	130	57	20	7	2.32
Satisfaction with the online services on website	35	129	67	16	3	2.29
Satisfaction with the current network vs. other network	42	141	46	14	7	2.21
Satisfaction with the network availability while traveling	23	104	67	47	9	2.66

Satisfaction level of the respondents

Interpretation:

Mean value 2.66 of the factor consider to measure the satisfaction level of respondents is high for the ‘network availability while traveling’ whereas it is very minimum of 2.21 for the Satisfaction with the ‘current network in comparison to another network’. However, weightage of level of satisfaction is very high for the factor ‘current network in comparison to another network’ and internet facility. Maximum of 47 respondents are dissatisfied with the network availability while traveling and very dissatisfied with the network coverage.

Finding

- Table 1 reflects the total number of respondents on the basis of their telecom service providers and revealed that the maximum numbers of users 39.6 % were using Reliance Jio.
- Table 2 reflects basis of measuring satisfaction level of customers and as table 1 reflects that there are maximum number of subscribers are from Reliance Jio and so as per the table 2, we can clearly find that the most of the responses are aligned towards very satisfied and satisfied across all the parameters.

- From both the above table it can also be drawn that most of the respondents who are the users of Reliance Jio are strongly satisfied and satisfied with the current network in comparison to another network.
- Satisfaction level of Reliance Jio users is very high in respect of its internet services.
- Two Sim culture has also been developed after the launch of Reliance Jio that can be seen for the data of table 1 that 38 % of users use the more than one sim in their mobile.
- Maximum respondents are dissatisfied with the network availability while traveling and few are very dissatisfied with the network coverage.

Suggestion

- The researcher suggest that the Reliance Jio keep on providing data at a less rate in continuous basis through that they can acquire new customer easily.
- The customer care employees of Reliance Jio should be more trained so that they can convey the features and benefits to the customers to satisfy hem
- Get the feedback from existing customers about Reliance Jio and take the reference for making new customers.
- From the study it reveals there is issue in network coverage while roaming. So, effective measures should be taken to overcome this issue.
- Jio service providers has to create awareness about Jio plan and improve its value-added services.

Conclusion

With the launching of Reliance Jio, the telecom industry has changed in a big way. Jio says that it is the largest data network in the world right now, based on how much mobile data is used. So, research was done to look into the telecom industry and customer satisfaction with the Reliance Jio company, which aimed to please its customers in many ways, such as service quality, telecom executives, sales department, network availability, VAS, internet facility, online services on website, current network vs. other network, network availability while travelling, etc. Based on what the study found, some suggestions are made that could help Reliance Jio grow. There's no doubt that most customers are happy with Reliance Jio's services

and plans. But there is still room for Reliance Jio to improve customer satisfaction by rethinking the small problems that the study found with network coverage, data speed, call drops, roaming connectivity, value-added services (VAS), and the way sales and jio executives act and deal with customers. In the modern world, it's important to make sure customers are happy. Businesses can't do their jobs well if their customers aren't happy. Cell phones are a very important part of the communication and information sector in the digital age.

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