A STUDY ON CUSTOMER SATISFACTION OF
RELIANCE MOBILE SERVICES IN MADURAI

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Introduction

Consumer is the pivot around which the entire system of marketing revolves. A consumer may be referred to anyone engaged in evaluating, acquiring, using or disposing of goods and services which he expects will satisfy his wants. If any producer makes out the marketing programme ignoring the consumer preferences, he cannot possibly achieve his ultimate objectives. A manufacturer must plan his production and distribution to suit the consumers convenience rather than his own. A marketer or a manufacturer must know more and more about the consumers so that the products can be produced in such a fashion to give satisfaction to them.

Consumer behaviour is the act of consuming a good service. In olden days marketers had close and direct contact with the consumer which enabled them to understand consumers. But the growth in the size and firms of market has made it impossible on the part of marketers to have such a close contact. This necessitated the present day marketing managers to conduct consumer research to have an idea about the behaviour of consumers. The present study deals with the customer satisfaction of reliance mobile services in Madurai.

Need for the Study

As our life exists in a competitive world, it is necessary that we should be competitive enough to survive in this world. Likewise to survive in the competitive market, we should be able to compete with direct players in the market. So this study on customer satisfaction of Reliance Mobile services will help them to know about their position in the market.

Scope of the Study

Customer satisfaction refers to customer general attitude towards various plans and facilities provided by Reliance communication. The satisfaction is the results of positive

attitude of a person, therefore the zeal and enthusiasm of the customer depends on the various factors like services, plan and facilities. The scope of the study includes:

- Finding the awareness of plans & facilities provided by Reliance communication.
- Analyzing the features which is most commonly used by the customer
- Measurement of level of satisfaction of the customer of Reliance communication
  Finding the Interest and opinion of the customer regarding various additional

features provided by Reliance communication

Objectives of the Study

The aim of the study is to find the customer satisfaction among the customers of Reliance communication. The objectives of the study are:

- To identify the level of satisfaction among the customers of Reliance communication.
- To find out whether the customer are aware of various plan and facilities provided by Reliance communication.
- To find the key areas of dissatisfaction.
- To collect the opinion of customers towards new plans of Reliance communication.
- To suggest the organization about customer attitude towards various factors.

Company Profile

The Reliance Group, founded by Dhirubhai H. Ambani (1932-2002), is India's largest private sector enterprise, with businesses in the energy and materials value chain. Group's annual revenues are in excess of USD 22 billion. The flagship company, Reliance Industries Limited, is a Fortune Global 500 company and is the largest private sector company in India.Reliance enjoys global leadership in its businesses, being the largest polyester yarn and fibre producer in the world and among the top five to ten producers in the world in major petrochemical products. The Group exports products in excess of USD 7 billion to more than 100 countries in the world. There are more than 25,000 employees on the rolls of Group Companies. Major Group Companies are Reliance Industries Limited (including main subsidiaries Reliance Petroleum Limited and Reliance Retail limited), Indian Petrochemicals Corporation Limited and Reliance Industrial Infrastructure Limited.

Reliance Communication Limited

The Late Dhirubhai Ambani dreamt of a digital India — an India where the common man would have access to affordable means of information and communication. Dhirubhai, who single-handedly built India's largest private sector company virtually from scratch, had stated as early as 1999: "Make the tools of information and communication available to

people at an affordable cost. They will overcome the handicaps of illiteracy and lack of mobility."

It was with this belief in mind that Reliance Communications (formerly Reliance Infocomm) started laying 60,000 route kilometres of a pan-India fibre optic backbone. This backbone was commissioned on 28 December 2002, the auspicious occasion of Dhirubhai's 70th birthday, though sadly after his unexpected demise on 6 July 2002.Reliance Communications has a reliable, high-capacity, integrated (both wireless and wireline) and convergent (voice, data and video) digital network. It is capable of delivering a range of services spanning the entire infocomm (information and communication) value chain, including infrastructure and services — for enterprises as well as individuals, applications, and consulting.

Research Methodology
Sources of Data

Both secondary and primary data were collected for the study. The secondary data like the information about the Reliance communication was collected from the website called www.reliance communication.com. The data regarding the customers, various plans were collected from Reliance Communication. The convenience sampling method is used for collecting the data from respondents.

Data Collection

The researcher with the help of direct questions has made data collection. Both open ended and close-ended questions are incorporated. In the questionnaire most of the questions are regarding the information such as features, awareness, problems faced by the customers etc. The data collection was carried out in places under the control of Reliance Communication at Madurai.

Research Design

The descriptive research design is used for the study. Descriptive designs result in a description of the data, whether in words, pictures, charts or tables, and the data analysis

Sampling Size

The sample size refers to the number of sampling units selected from the population. For this study, the selection of sample size is 75 in Madurai

Sampling Unit

Items included in a population are called sampling units. For this study all the units were get from public.

Sampling Technique

Sampling technique is of probability and non-probability method. For this study the researcher has selected convenience sampling of non-probability method. This consists in the collection of information from any convenient group whose views may be relevant to the subject of enquiry.

Statistical Tools Used

- **Percentage analysis**
- **Chi-square**
- **Graphs**

Limitations of the Study

- The data given by the respondents may be biased.
- The study is confined only to the customers of Reliance communication.
- The researcher collected data using Questionnaire and therefore the study is limited to the data collected.
- All the findings and observations made are purely based on the respondent's answers. The response may not disclose the true factors.

Analysis and Interpretation

Table 1: The Gender of Respondents

Gender	Respondents	Percentage
Male	61	82
Female	14	18
Total	**75**	**100**

Interpretation

From the above table, it's inferred that 82% of respondents are Male and 18% of respondents are Female.

Table 2: Age wise distribution of the respondents

Age group	Respondents	Percentage
Below 20 years	1	1
21 – 30 years	14	19
31 – 40 years	31	41
41 – 50 years	18	25
Above 50 years	11	14
Total	**75**	**100**

Interpretation

From the above table it is clear that 1% of the sample belong to the age group of below 20 years. 19% of the sample belong to the age group between 21-30 years, 41% of the sample belong to the group between 31-40 years. 25% of the sample belongs to the age group between 41-50 years and 14% of the sample belongs to the age group of above 51 years.

Table 3: Occupational status of the Respondents

Occupational factor	Respondents	Percentage
Professions	6	8
Employees	14	19
Business People	26	34
Agricultures	18	25
Students	11	14
Total	**75**	**100**

Interpretation

From the above table shows that 34% of the respondents are business peoples and next to that 18% of the respondents are agricultures and only 8% of the respondent is of the professionals. The occupational factor is also one of the important factors, which could influence the respondents to take the type of the plan rented by Reliance mobile service.

Table 4: Area wise Distribution of Residence

S. No.	Area of residence	No. of Respondents	Percentage
1.	Urban	38	50
2.	Semi-urban	20	26.6
3.	Rural	17	23.4
	Total	**75**	**100**

Interpretation

From the above table inferred that 50% of the respondents reside at urban area, 26.6% of them reside at semi-urban area and 23.4% of them reside in rural areas

Table 5: Respondents Preference to choose the type of mobile connections

Preference	Respondents	Percentage
It suit to my business	16	22
It suitable to my profession / job	6	7
Economical	14	19
Good Scheme	39	52
Total	**75**	**100**

Interpretation

From the above table clearly tells that 52% of the respondents are preferred to choose post-paid mobile connection because of good scheme offered by Reliance mobile

services and only 7% of the respondents have preferred to choose post paid type of mobile connection as they think that they suit to their professions

Table 6: The type of plan used by the respondents

Plan	Respondents	Percentage
NJ 149	5	7
NJ 129	10	13
RIO 229	12	16
RIO 339	14	19
NJ 199	4	5
NJ 124	5	7
NJ 199u	18	24
Others	7	9
Total	**75**	**100**

*NJ-New Joy
*RIO-Reliance India One

Interpretation

From the above table shows clearly that 7% of the respondents use the plan-Nj 149, 13% of them uses Nj 129, 16% of them uses Rio 299, 19% of them uses Rio 399, 5% of them uses Nj 199, 7% of them uses Nj 124, 24% of them uses 199u and other 9%.

Table 7: The Respondents Opinion for Shifting from the Existing Plan

Period	Respondents	Percentage
Regular shifts	7	10
Occasional shifts	47	62
Very Rare shifts	17	22
Not at all	4	6
Total	**75**	**100**

Interpretation

From the table shows that 62% of the respondents change their scheme occasionally, 6% of the respondents never change their scheme.

Table 8: The Respondents Reason for Changing from the Existing Plan

Reason	Respondents	Percentage
High tariff on calls	7	9
Less talk time	8	11
High rental charge	3	3
Charge for SMS	33	45
Charge for local calls	4	5
No shifting of plans	20	27
Total	**75**	**100**

Interpretation

From the table one can easily understood that more number of the respondents are not satisfied with tariff charge for SMS by the Reliance mobile service and this has lead to change their existing plan and only 5% of the respondents are not satisfied with the rental charge by Reliance mobile service.

Table 9: The Opinion of the Respondents about the Features of Reliance Mobile Service

Features	Dis-Satisfaction	Satisfaction	Highly Satisfaction	Neutral	Highly dis-Satisfaction
Good network	2	58	8	6	1
Clarity	8	34	22	6	5
Tower	5	40	21	9	0
Customer service	3	43	18	10	1
Billing facility	5	30	14	6	0

Interpretation

It is inferred from the table that the majority of the respondents are satisfied with the network coverage offered by Reliance mobile service, and only 1% of the respondents are highly dissatisfied with the features of Reliance mobile service.

Chart
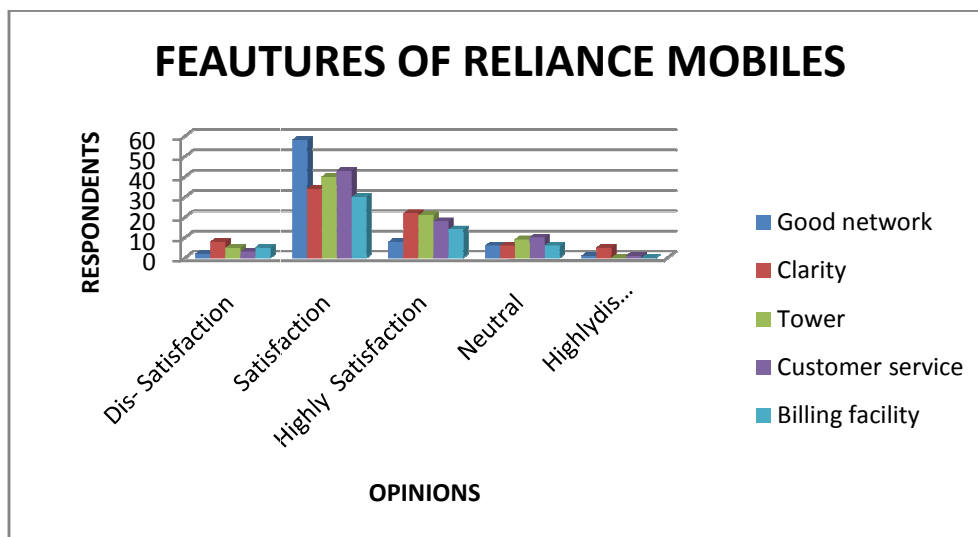
Chi-Square Test 1

Relationship between Age and Type of Mobile Connection

Null hypothesis (H_O)

There is no significant relationship between Age and Type of Mobile Connection.

Alternative hypothesis (H_l)

There is significant relationship between Age and Type of Mobile Connection.

Age	Pre-Paid	Post Paid	Total
Below 20	15	5	20
21-30	17	3	20
31-40	15	15	30
41-50	2	3	5
Total	49	26	75

Chi-Square Test= $x^2 = \sum (O_i - E_i)^2 / E_i$

E= Expected Frequency

O= Observed Frequency

O	E	O-E	$(O-E)^2$	$\dfrac{(O-E)^2}{E}$
15	13.06	1.94	3.76	0.28
5	6.93	1.93	3.72	0.53
17	13.06	3.94	15.52	1.188
3	6.93	3.93	15.44	2.22
15	19.6	4.6	21.16	1.07
15	10.4	4.6	21.16	2.03
2	3.26	1.26	1.58	0.48
3	1.73	1.27	1.61	0.93
				8.72

Degrees of freedom   = (C-1) (r-1)

                                    = (2-1) (4-1)

                                    = (1) (3)

                                    = 3

Degrees of freedom   = 3

Level of significance   = 5%

Table value   = 10.85

Calculated value   = 8.72

Interpretation

The calculated value of x^2 is less than the table value. Hence the null hypothesis is accepted can be concluded that there is no significant relationship between the age and type of mobile connection.

Chi-Square Test 2

Relationship between Occupation and Grace Period

Null hypothesis (H_0)

There is no significant relationship between Occupation and Grace period

Alternative hypothesis (H_I)

There is significant relationship between Occupation and Grace period

Grace Period	Employee	Business	Agriculture	Student	Total
Satisfied	3	2	1	4	10
Highly Satisfied	4	6	3	2	15
Neutral	2	3	2	5	12
Dissatisfied	10	15	3	2	30
Highly Dissatisfied	2	2	2	2	8

Chi-Square Test= $x^2 = \sum (O_i - E_i)^2 / E_i$

E= Expected Frequency

O= Observed Frequency

O	E	O-E	$(O-E)^2$	$\dfrac{(O-E)^2}{E}$
3	2.8	0.2	0.04	0.01
2	3.78	1.73	2.99	0.80
1	1.46	0.46	0.21	0.14
4	2	2	4	2
4	4.2	-0.2	0.04	.009
6	5.6	0.4	0.16	0.02
3	2.2	0.8	0.64	0.29
2	3	-1	1	0.33
2	3.36	-1.36	1.84	0.55
3	4.48	-1.48	2.19	0.48
2	1.76	0.24	0.05	0.03
5	2.4	2.6	6.76	2.81
10	8.4	1.6	2.56	0.30
15	11.2	3.8	14.44	1.28
3	4.4	-1.4	1.96	0.44
2	6	-4	16	2.66
2	2.24	-0.24	0.05	0.02
2	2.98	-0.98	0.96	0.32
2	1.17	0.83	0.68	0.58
2	1.6	0.4	0.16	0.1
Total				**13.169**

Degrees of freedom = (C-1) (r-1)

= (4-1) (5-1)

$$= (3) (4)$$
$$= 12$$

Degrees of freedom	= 3
Level of significance	= 5%
Table value	= 21.026
Calculated value	=13.169

Interpretation

The calculated value of x^2 is less than the table value. Hence the null hypothesis is accepted can be concluded that there is no significant relationship between the Occupation and Grace period.

Findings

1. It was found that 82% of the respondents are male
2. It was found that 62% of the sample belongs to the group between 31-40 years.
3. It was found that Majority of respondents are business peoples.
4. *It was found that Majority of respondents are having the qualification of degree\diploma level.*
5. It was found that Majority of respondents reside at urban area.
6. It is found that majority of the respondents prefers post-paid connection because of good scheme offered by Reliance mobile.
7. The study shows that majority of the respondent's uses NJ199u schemes.
8. The study shows that Majority of the respondents use the Reliance mobile connection for more than one year.
9. The study shows that Majority of the respondents change their scheme occasionally.
10. The study shows that Majority of the respondents are not satisfied with tariff charge for SMS by the Reliance mobile service.
11. The study shows that Majority of the respondents having less awareness about the latest plan offered by Reliance.
12. The study shows that Majority of the respondents are satisfied with the network coverage offered by Reliance mobile service.
13. The study shows that Majority of the respondents are having good opinion about the quality of the delivery of message.
14. The study shows that majority of the respondents are satisfied with service offered by Reliance Communication.
15. The study shows that majority of the respondents are satisfied with the graced period offered to pay the bill amount by Reliance mobile service. The grace period offered by Reliance mobile service is of 5-7 days from the last date of bill payment.

16. The study shows that majority of the respondents are having good opinion on image of the showroom, Reliance Communication.

Suggestions

The analysis clearly reveals that the respondents who are using plan-NJ129, RIO-299, RIO-399, NJ-199, NJ124 are in the opinion to shift to other new plans like NJ199u. The reasons for the above are because of high SMS charges and less talk time. Hence in order to retain the customers of the above said plans it is very necessary that Reliance should come out with modified SMS charges as well as with the talk-time facility.

The awareness on the various post-paid plans requires more attention. Advertisement of the new plan can be sent as a mail along with the bill to all post-paid customers.

The late delivery of SMS and the facility of delivering message during the morning hours require additional improvement.

Tower facility and good network (line) are the other areas which Reliance can attract its customers.

The number of schemes can be increased.

- The company can introduce more attractive new models of mobile hand sets.
- The level of promotional methods can be increased to attract more customers.
- The value added services available can be increased.

Conclusion

The Reliance cellular company provides coverage for all towns and cities in Tamilnadu state, serving a population of half a million. The study on the customer's preference towards Reliance mobile services in Madurai reveals the businessmen and farmers in the Madurai are highly satisfied with the customer service provided at Reliance. The study also shows that the service rendered by Reliance Communication in Madurai is rated as good by the companies, the Telephone Regulation Authority of India (TRAI) has found the large number of companies failed to meet the target of less than one compliant per 1000 bills.

Hence it is necessary that mobile companies should increase their performance in the terms of overcoming the billing complaints. Better customer service, network facility, instant delivery of messages and economical rental charges are some of the features that attracts and retains the existing customers of Reliance.

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