

An Empirical Analysis of Subscriber's Opinion towards Reliance Jio Fiber at Hyderabad City

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ABSTRACT

The purpose of this present study is to discuss the results of the survey conducted at Hyderabad city, Oct-Nov, 2019 for the identification of subscriber's opinion about the Reliance Jio fiber. The subscriber's opinion are explored using 4 A's marketing mix framework i.e. Availability, Acceptability, Affordability and Accessibility. Personal interviews with 100 subscribers were made to ascertain their opinion and need to enhance the product. The samples for the study are chosen randomly from list which was provided by the company branch, Hyderabad. In competitive environment, marketers needed not simply to determine and meet customer need, but to combine with their customers for good identification of market potential. As from the results, it is suggested good communication skills along with information skills about the product is an essential element of a good marketing mix approach.

Key Words: Reliance Jio Fiber, Customer Opinion, Hyderabad.

1. INTRODUCTION

Now a days, people are habituated with internet in the digital era especially countries like India where the government has boosting the internet usage among the people through digital India program, e-banking and e-government services. The Indian internet industry underneath an elevated pace of market liberalization as well as expansion since 1990s furthermore now has become the most competitive in addition to that one of the fastest growing telecom markets. India's internet user base is the second largest in the world by the number. The Indian internet market has sustained the socioeconomic expansion of the country moreover has played a noteworthy part to narrow down the rural-urban digital divide to some scope. By the understanding the scope of the Internet, companies in India started selling of the internet services to the general households as well as commercial usage. In view of this context, this paper have it in mind to study the one of the big marketer, the Reliance Jio fiber broadband services to the customer and their opinion about the company products. Reliance meticulously believes in India's prospective to go ahead the world with its capabilities in improvement. Towards that end Reliance visualize conception of a digital revolution in India. Jio is a gifted of offering a unique combination of high speed internet 100 megabit (mbps) to 1 GBPS broadband speed, HD TV set, free voice calls for life from landline at a subscription. Jio Fiber is a fibre-to-the-home internet broadband service provided by telecom operator Reliance Jio Infocomm, part of the Mukesh Ambani-controlled Reliance group.

The service was first announced as Jio GigaFiber in 2018 at the Reliance Industries 41st annual general meeting. Later renamed Jio Fiber, it scheduled for a commercial launch on September 5, 2019.

2. OBJECTIVES OF THE STUDY

- To study the subscribers opinion about the Reliance Jio fiber Broadband
- To evaluate the subscriber's opinion through 4 A's marketing mix framework (Availability, Acceptability, Affordability and Accessibility)
- To provides suggestions to enhance the customer's opinion towards the product and services.

HYPOTHESIS

HO: There is no impact of 4A's marketing mix variables customer opinion.

3. REVIEW OF LITERATURE

The researcher has tried to show few literatures on the subject. They are as follows. Customer satisfaction is a post-choice assessment of a definite transaction (Selness, 1993). Rust and Oliver (1994) describe customer satisfaction as a synopsis cognitive as well as affective reaction to a service occurrence (or sometimes to a long-term affiliation). From a customer's point of view, satisfaction is a specialized form of his or her evaluation to determine the value or worth of what is being used or provided (Caracelli, & Graham, 1989). From a company's view, satisfaction is a critical element of consumer retention which leads to a company's successful long-term relationship with consumers (Henning-Thurau and Klees, 1997). The empirical results suggest that consumer satisfaction is an intervening variable that mediates the relationship between service quality judgments and behavior intentions. Consumer satisfaction and service quality are studied as distinct constructs (Olivers, 1997, Taylor and Bakers, 1994). Consumer satisfaction results from an experience with a service that favorably compares with a consumer's expectations (Olivers, 1981). Service quality leads to higher satisfaction, and higher satisfaction, in turn, produces greater willingness to continue using the service. There are few studies that focus on the mobile or wireless environment, especially mobile phone. One study (Woo and Focks, 1999) identified four determinants of customer satisfaction with mobile phone use in the Hong Kong market. They are transmission quality and network coverage, pricing policy, staff competence, and customer service. Riel, Liljander and Jurriens (Riel, et als, 2001) investigate the way consumers evaluate a new type of interactive service that can be accessed either via mobile phone or via Internet. Their study shows that customers' overall satisfaction was influenced by their satisfaction with the core service, supplementary services and the user interface. A recent survey of mobile Internet users conducted by Cahners In-Stat/MDR (www.instat.com) identified four key qualities that comprise customer satisfaction: breadth of applications, ease of use, service quality, and reliability of service.

4. RESEARCH METHODOLOGY

The purpose of this present study is to discuss the results of the survey conducted at Hyderabad city, Oct-Nov, 2019 for the identification of subscriber's opinion about the Reliance Jio fiber. The subscriber's opinion are explored using 4 A's marketing mix framework i.e. Availability, Acceptability, Affordability and Accessibility. Personal interviews with 100 subscribers were made to ascertain their opinion and need to enhance the product. The samples for the study are chosen randomly from list which was provided by the company branch, Hyderabad. Exactly the 4 A's framework of the study will analysis the following questions.

- Availability - How far the company is able to design products to meet the requirements of different types of people?
- Accessibility - To what extent the products have penetrated into study areas?
- Affordability - How far the products are meeting the needs of different income groups?
- Acceptability – What is the extent of awareness and acceptability for the company products?

The collected data were analyzed using descriptive statistics and multiple regressions.

5. RESULTS AND DISCUSSION

DESCRIPTIVE STATISTICS

Descriptive Analysis performed to the set of definite measures beside with incisive for samples of association that exists between information groups. It refers to a procedure to establish the point of execution of these customs. This shows the way to find opinionated or contradictory situations by means of innovative or described thinking to point out the conclusion. To comprehend the level of customer's opinion the investigation and elucidation of the information was done on the collected 100 respondents. The investigation was sorted out to give answers to the examination questions. The expressive insights of the factors are quickly abridged as Mean score and standard deviation (S.D) in the table 1.

TABLE 1 DESCRIPTIVE STATISTICS

VARIABLES		MEAN	STANDARD DEVIATION
Availability	Product design	3.68	0.71
	Speed range	3.68	0.85
Accessibility	Employees support	3.51	0.62
	Speedy Access	3.92	0.54
	operational practices	3.69	0.67
Affordability	Demand management	2.44	0.97
	Value addition for Price	2.45	1.16
	Pay for Quality	2.93	0.97
	Price standardization	3.38	0.88
	Price is Manageable	2.52	1.16
Acceptability	Awareness	4.13	0.69
	Performance	3.82	0.61

From the table 1 it is clear that client choice for products (3.68) and speed range (3.68) were bring into being significant in Availability criteria. The marketer paid interest of execution of Accessibility practices (3.51), go after by speedy access (3.92). Only price standardization (3.38) is found to being significant in Affordable practices. The awareness (4.13) constituents and the performance (3.82) components help in improvement in firm's situation and development in corporate image.

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

The demographic details of the respondents are presented in the table no.1. From the table, it is clear that 74% of respondents are aged below 30 years, 76% of the respondents are male and 24 /% are female, 93% of the respondents are married, 71 % of respondents are having higher secondary and graduation, and 70% of respondents are having more than rs. 40000 as income per month.

TABLE 2 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

DEMOGRAPHIC VARIABLES	NO. OF RESPONDENTS	PERCENTAGE
AGE		
Below 30 years	74	74
31-50 years	26	26
51 and above	0	0
GENDER		
Male	76	76
Female	24	24
MARITAL STATUS		
Married	93	93
Single	7	7
EDUCATION		
Illiterate	0	0
Primary level	8	8
Secondary level	21	21
Higher secondary	38	38
Graduation and above	33	33
INCOME PER MONTH		
Less than 10000	0	0
10000-20000	18	18
20001-30000	7	7
30001-40000	5	5
40001 and above	70	70

HYPOTHESIS TESTING**MULTIPLE REGRESSIONS**

The framed hypotheses details the 4A's marketing mix variables impact on customer opinion. Multiple regression was performed to assess the relationship stated in the framed hypotheses. Customer opinion was fixed as an outcome variable and 4A's marketing mix variables were designated as predictors. Table 3 depicts the results of regression analysis.

TABLE 3 SHOWING MULTIPLE REGRESSIONS ON 4A’S ELEMENTS TOWARDS CUSTOMER OPINION

MODEL	STANDARDIZED COEFFICIENT	R SQUARE	ADJUSTED R SQUARE	SIG.	COLLINEARITY STATISTICS	
	BETA				TOLERANCE	VIF
(Constant)				.013		
Availability	.250	.563	.533	.011	.447	2.240
Accessibility	.014			.889	.405	2.472
Affordability	.015			.888	.353	2.831
Acceptability	.163			.092	.455	2.200

Source: Primary data/ SPSS output

The regression results suggest that the specified model is said to be fit with the F-statistic value and its significance level. The adjusted coefficient of determination is 0.533, indicating 53 percent of the variance in customer opinion is explained by the four predictors i.e. 4A’s marketing mix variables. It shows the strong evidence of the 4A’s marketing mix impact on customer’s opinion.

6. SUGGESTIONS AND CONCLUSION

The purpose of this present study is to discuss the results of the survey conducted at Hyderabad city, Oct-Nov, 2019 for the identification of subscriber’s opinion about the Reliance Jio fiber. The subscriber’s opinion are explored using 4 A’s marketing mix framework i.e. Availability, Acceptability, Affordability and Accessibility. Personal interviews with 100 subscribers were made to ascertain their opinion and need to enhance the product. The samples for the study are chosen randomly from list which was provided by the company branch, Hyderabad.

- The marketer should give more priority to specify features of their product as 4A’s marketing mix was found to have more impact on customer opinion. Since services industry is ascertained as a people intensive industry, people who participated in moments of truth have to be considered with greater importance.
- In competitive environment, marketers needed not simply to determine and meet customer need, but to combine with their customers for good identification of market potential. As from the results, it is suggested good communication skills along with information skills about the product is an essential element of a good marketing mix approach.

7. REFERENCES

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