

An Investigation of the Variables Affecting Jiofibernet Users' Satisfaction in The Post-Pandemic Era in Bangalore

Dr Guru Basava Aradhya S,

Head & Professor, Department of Management Studies (MBA), Chandigarh School of Business, Chandigarh Group of Colleges, Jhanjeri, Mohali-140307, Punjab, India.

Ms Gaganpreet Kaur,

Assistant Professor, Department of Management Studies (MBA), Chandigarh School of Business, Chandigarh Group of Colleges, Jhanjeri, Mohali-140307, Punjab, India.

Mr Gurdit Singh,

Assistant Professor, Department of Management Studies (MBA), Chandigarh School of Business, Chandigarh Group of Colleges, Jhanjeri, Mohali-140307, Punjab, India.

Abstract

Consumer satisfaction is a term often used for marketing to assess how an organization's products and services meet or exceed consumers' expectations. Satisfaction is an assessment of a product's efficiency or customer service, which is significant for business success.

Purpose: The preliminary object to understand the factors that form customer satisfaction. This study aims to develop a conceptual model to establish the cause and effect of JioFibernet telecom on factors of customer satisfaction.

Methodology: An analytical approach was adopted to study the randomly selected sample data from Bangalore Jiofiber net users. The most appropriate statistical data analysis is executed, and subsequently SEM model and other descriptive methods are utilized to analyze and validate the model developed.

Findings: The major finding supports and in alignment with statistical evidence, which shows that there exists a clear conjunction with various factors viz., connection, data service and goodwill (brand) will have clear impact on outcomes. The managerial implication would be the vitality of the factors on the latent (implied or derived) cause and effect on customer satisfaction.

Keywords: Customer satisfaction, pattern of usage, connections, data services & prices

Introduction

Consumer satisfaction is a term often used for marketing to assess how the products and services of an organization meet or exceed the expectations of consumers. Satisfaction is an assessment of the efficiency or customer service of a product, which is significant for business success. Due to COVID-19, there was a sudden rise in the need to implement work from home on a large scale, which led to an increase in internet use, leading to a spike in this sector of internet service providers so that businesses must understand consumers and offer services based on their needs and desires.

Consumers are affected in a good way when the competition is strong, the consumer would gain because the supplier must then reduce its profitability due to competition but it will lead to a negative effect to the industry. In regards to Jio Fibernet, the study is focused on consumer satisfaction specific to Bangalore Karnataka. If businesses continue to ignore the expectations of consumers, they will not attract nor retain consumers.

The research focuses, particularly on the 2007 Reliance Jio network. The business is a wholly-owned subsidiary of Mumbai-based Reliance Industries that offers a 4G LTE wireless network. Reliance communication owns and runs the biggest IP-enabled communications platform of the next generation in India, the USA, Europe, the Middle East, and the Asia Pacific, which encompasses a 2,80,000-kilometre fiber-optic cable grid. In terms of net worth, Reliance Group is one of the largest private sector companies in India.

A Long-Term Evolution (LTE) mobile network operator in India is Reliance Jio Info COMM Limited, which conducts business operations as Jio. The services were first beta-launched on 27 December 2015 by Jio's associates and employees

and then commercially launched on 5 September 2016. In the first quarter of the 2016-2017 financial year, the company introduced its 4G broadband services throughout India. It began by providing free peripheral data and voice services, such as instant messaging, live TV, on-demand movies, news, music streaming, and a digital payment network.

India is the second largest global internet user base. On average, from 2015 to 2020, India's internet user base grew by 24 percent per year. These statistics show that the digital environment in India is rapidly evolving. At the start of 2020, the internet penetration rate in India crossed 50 percent. In other words, half of the population in India already has daily access to the internet (Text, 2020). Bengaluru, May 9 (IANS) In India, Internet peak traffic increased by 40 percent in March and there was a substantial increase in downloads and uploads per user due to the high volume of work and streaming content across all major cities, including Tier II markets, according to a new survey.

During the current coronavirus outbreak, ACT Fibernet, one of India's leading internet service providers, has seen a 40 percent rise in peak traffic on its network. In all the cities where it operates, including Delhi, Jaipur, Bengaluru and Coimbatore, the company said it had seen an increase in internet usage. "Prasanna Gokhale, Chief Technology Officer (CTO), ACT Fibernet, told *Indianexpress.com* in an email interaction, "Our network is ready for the future to scale up dramatically to meet increasing demands in all the cities in which we are present (Express & Mar, 2020).

The surge of internet economy is at an exponential rate, looking at the fact that just 19 percent of Indians used the internet actively in 2015. It is impossible to expect Internet adoption to almost triple, as it was in the last five years. However, even with a slower growth rate, forecasts from Atlas VPN show that India will cross 1 billion active web surfers by 2025. The forecast predicts that by 2025, on average, individuals surfing the internet in India will grow by 9.18 percent per year. In other words, the most promising internet economy in the world is arguably India. As many business markets are expected to expand, this should interest businesses. For Indian people, this is also fantastic news, as the widely spread internet would offer countless new jobs as well as opportunities for e-commerce and service (Edward, 2020).

Review of Literature

The performance or failure of the company relies on long-term consumer relationships. In order to sustain long-term partnerships, businesses need to build a stronger business atmosphere for consumers to benefit from.

Kotler and Keller's study shows that businesses are conscious of the value of gratification and retention of customers. Acquiring new customers can cost five times more than the cost of maintaining existing customer's satisfaction. Typically company loses every year 10% of its clients; over the life cycle of remaining customers, the rate of profit of the customer tends to increase (Kotler&Keller, 2006).

A model developed by [Abdolreza Eshghi](#) et al., (2006), implies a shift of scarce resources to customer retention through improved service, saving costs of expensive customer acquisition campaigns.

There is a glut of definitions of loyalty and/or customer loyalty in the present literature. (Rajini, G., & Sangamaheswary, D. V. 2016). Customer loyalty is customer repeating purchase intention to some particular products or services in the future (Eshghi et al., 2007; Heskett & Sasser, 2010)

The study by S Khan et al., (2012), proved that there is positive and significant relationship between dependent variable (customer satisfaction) and independent variables (customer service, price fairness, sales promotion, coverage, signal strength & promotion).

The study was carried out to explore the factors that affect and factors that are taken into account when joining jio, the overall level of satisfaction, and customer loyalty using a descriptive research approach (Babu & Prof, n.d.& Kumar, A. (2017). It was found that Customer satisfaction is a major part of the long-term feasibility of a company. It allows a company to face many problems of obscurity in a serious competitive market.

There is significant analysis absence in the customer satisfaction with special reference Reliance Jio, to compare what are cause and effect which impact the customer satisfaction (Chinthala, G., Madhuri, H., & Kumar, K. 2017).

As the need for improving of customer satisfaction, it become imperative to analyse (Kumar, A. 2017) & (Rajini, G., & Sangamaheswary, D. V. 2016). It could be noted that there is need to assess the cause and effect of those factors (cf S Khan et al 2012) & (Chinthala, G., Madhuri, H., & Kumar, K. 2017).

There were number of significant studies have conducted to understand and analyse customer perception and loyalty especially in telecom industry (Geetha, R et al 2017; Rudramurthy, V.et al 2019 & Sharma, V., Joseph, S., & Poulose, J. 2018). Indeed majority of studies examine the factors. However, it requires business captains to analyse 'what is relations exist, and how is the relations' viz., cause and effect which transforms to customer satisfaction.

A study was carried out to understand the level of consumer knowledge, satisfaction level, and preferences in this competitive market, and the study was done using different techniques concluded that Reliance Jio should increase its network coverage and eliminate telecommunications congestion then it is guaranteed to reach better customer satisfaction (Venkatesan&Ramya,2019).

Research Methodology

It is a study on factors influencing the customer satisfaction on usage of jio Fibernet in the new Era of post pandemic in Bangalore. The Population of Bangalore was specifically chosen because most of the people are from different places, different culture, different location, and religions stay in Bangalore and each and every one leads differing types of life styles and reading habits. This study analysis the variables in the context of customer satisfaction. It is also adopts a quantitative approach in nature as the information is collected using Random sampling technique. The most objective of the study is to understand the factors that form the customer satisfaction in Fibernet industry, Customer usage pattern of jio Fibernet in pre- and post-era in Bangalore and explore vital factors that create and assimilate for customer satisfaction for jio Fibernet in Bangalore city. The study was taken for a period of 90 days. To validate the researchers claim, Two sample T test is utilized & deployed. It is tested to understand the statistical significance of the identified into major factors. (Coughlan et al., 2016). In this study SEM model was developed to enhance and exhibit the validation.

Data Collection Method:

In this research, the data collection technique used was random sampling technique to collect the required data. The sample size of the research conducted was 151 respondents from Bangalore.

Sampling Plan

The Study assumed 95% confidence level and equal responses from all the respondents and an error of 5% of the true value.

The samples were collected from a cross section of people staying in that area. It comprises of respondents with different demographic dimensions.

Need for the Study and Statement of Problem

We need to analyse after doing research on the study which factors that form the customer satisfaction in Fibernet industry, Customer usage pattern of jio Fibernet in pre- and post-era in Bangalore and explore vital factors that create and assimilate for customer satisfaction for jio Fibernet in Bangalore city based on time consumption, and simply available/ accessible resources.

Questionnaire Design:

Through the literature review, the question associated with the factors influencing the individual satisfaction towards jio Fibernet in Bangalore city. Responses within the statements within the questioners were measured on a five-point scale starting from 1 to five with 1 indicating strongly agree and 5 indicating strongly disagree, and. The questionnaires also consist of comparative scale and other categorical scales. The collected data were statistically processed subsequently findings were inferred.

Statement of the problem

There are so many other choices on the market for customers who have started using Jio Fibernet, so reliance Jio Fibernet needs to understand the customer and meet their expectations to maintain them by satisfying them and meeting there expectations, so this study is conducted to understand the expectations of customers and evaluate their level of satisfaction and help enhance them.

Objectives

- To understand the factors that form the customers satisfaction in Fibernet Industry.
- To know the customer usage pattern of Jio Fibernet in pre- and post-era in Bangalore.
- To Explore the vital factors that create and assimilate for customer satisfaction for Jio Fibernet in Bangalore city.

From the above objectives and reviews, a conceptual model is developed, which will be analysed theoretically as below.

Conceptual model: -

Fig 1: Conceptual model for cause and effect on factors affecting customer satisfaction.



Analysis Theory

Average Expenditure (price)

Average spending refers to how much the customer is prepared to spend a month on Jio Fibernet services. This would have a crucial impact on customers purchasing decisions and their happiness from the research that we can understand most of them are willing to spend an average of 300-400 rupees per month, which is exactly what jio provides as their basic plan, which leads to a rise in customer satisfaction, loyalty towards the organization and has a room for upselling if the customer requires faster data connection plan

Source of information

Awareness of the Jio Fibernet plays a significant role in the market, Jio Company would opt for different kind of advertising to reach the potential customers. It is proved TV advertisements and Online Advertising; References has an impact for purchasing.

Period of usage

Period of usage helps us to understand the whether the customer is loyal to the product or not. Customer retention plays a significant role for any company to reduce the operation cost to identify the new customers. From the research, it is evident that there are new customers for jio and the existing customers who have been using Jio Fibernet for more than 6 months are also high which is a positive thing which results in customer loyalty.

Convincing Features

Convincing factor refers to factors that influence a customer to select Jio Fibernet over its competitors, from the study we get to know that customers agreed that they have chosen jio cause of connectivity, Data plans, Advertisements, Brand image, Network connectivity, and other additional value-added services. Convincing factors plays an important role in acquiring and retention of customers and help an organization to upsell in the future.

Reason to select jio.

Customers joined Jio Fibernet largely because of Jio Fibernet's pricing policy for their plans and unrestricted data plans, as well as their value-added services, which affected their decision to prefer Jio Fibernet over their competitors.

Customer repeat purchase

Repeat Buying, also known as Repurchase or Substitute Sale, occurs where a buyer purchases the same brand to substitute an existing purchase. Repeat purchases of the service may be used to assess brand loyalty. We get to understand from this study that existing customers are satisfied with the services and most of the customers are new users cause of a sudden increase in the telecommunication sector.

Customer loyalty

Consumer satisfaction is an indicator of a customer's proclivity to do business with an organization or brand again. It is the product of satisfied customers. From the study, we can understand that customers are loyal to Jio Fibernet because of satisfaction level of the product and services rendered by Jio Fibernet and they have started referring Jio Fibernet services to their family and peers.

Upselling

Upselling is a promotional tactic in which a vendor encourages a buyer to buy more costly products, updates, or other add-ons in order to gain more revenue. There is a possibility because people might opt for a faster data connection plan and other value-added services.

With the above theoretical analysis and stated objectives, the below hypothesis drawn synchronizing with objectives of the study.

H1₀: Among the customers of Jio fiber-net, the pattern of usage in post and pre-covid period in Bangalore are same

H1_a: Among the customers of Jio fiber-net, the pattern of usage in post and pre-covid period in Bangalore are not same

Since above hypothesis as in nature validating two different samples mean among two different distributions of people, along with Likert scale data. Therefore, T two sample test used to check hypothesis. The two facets are considered are monthly spending and usage in months from pre and post covid period.

Table 1 showing Two Sample T test:

t-Test: Paired Two Sample for Means

	<i>Amount spend for monthly broadband</i>	<i>how long have been using Jio fibernet</i>
Mean	2.629139073	1.98013245
Variance	1.221545254	0.819602649
Observations	151	151
Pearson Correlation	0.099190857	
Hypothesized Mean Difference	0	
Df	150	
t Stat	5.875113937	
P(T<=t) one-tail	1.31408E-08	
t Critical one-tail	1.6550755	
P(T<=t) two-tail	2.62815E-08	
t Critical two-tail	1.975905331	

Source: Primary data

The above test result derives, p value <0.05 and t-stat is higher than critical value, hence null hypothesis is rejected and accept alternative hypothesis. Thereby inferring that the pattern of usage in post and pre covid period having a significant difference among the Jio Fiber-net users in Bangalore.

The second hypothesis is based on the objective to build a model which can establish the correlation among the vital factors which determine the customer satisfaction. One being the cause and other being effect

H2₀: all factors are not assimilated (uncorrelated) in customer satisfaction for Jio Fiber net in Bangalore city
H2_a: all factors are assimilated (uncorrelated) in customer satisfaction for Jio Fiber net in Bangalore city

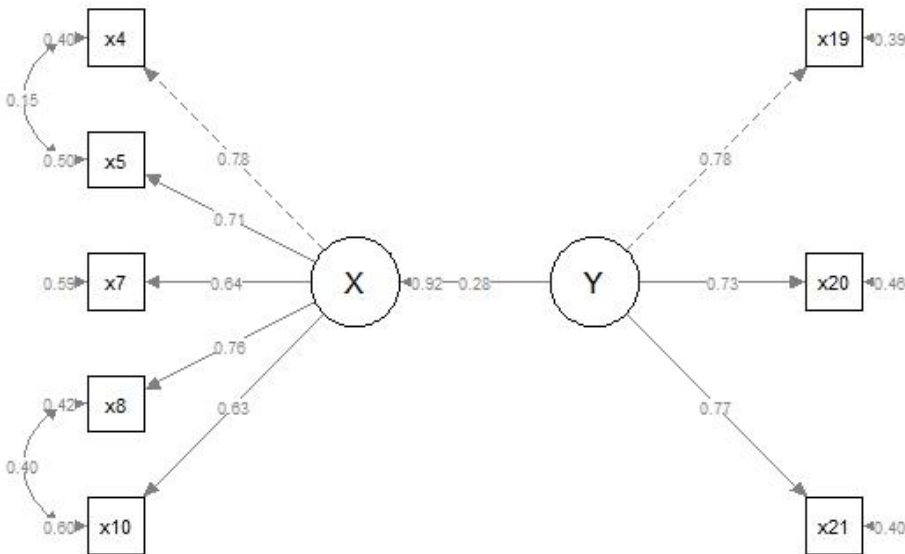
For testing the above hypothesis, & to validate conceptual model, SEM model developed with checking statistical model fit indices. The below is the table of indices and path diagram.

Table 2 showing the threshold levels of SEM

Source: Reference and RoL

Sl. No.	Model Indices	Threshold level	Reference	Derived value	Inference
1	Absolute Fit indices Relative χ^2 $\chi^2 / df \Rightarrow 47.095/17$	2.0 to 5.0	(Wheaton et al, 1977) (Tabachnick and Fidell, 2007)	2.77	Mediocre / Average fit
2	RMSEA	0.05 – 0.10	(MacCallum et al, 1996)	0.10	Mediocre / Average fit
3	AGFI	> 0.9	(Tabachnick and Fidell, 2007) (Sharma et al, 2005)	0.847	Mediocre / Average fit
4	SRMR	<0.09	(Hu and Bentler, 1999)	0.073	Good fit
5	Incremental Fit Indices NFI	>0.90	Bentler and Bonnet (1980) Hooper, D, Coughlan, J and Mullen, M (2008)	0.908	Mediocre / Average fit
6	CFI	>0.90	(Hu and Bentler, 1999), Hooper, D, Coughlan, J and Mullen, M (2008)	0.938	Good fit
7	TLI	>0.80	(Byrne, 1998) Bentler and Hu (1999) Hooper, D, Coughlan, J and Mullen, M (2008)	0.897	Good fit
8	Parsimonious Index PGFI	<0.50	(Mulaik et al 1989)	0.438	Good fit

Fig 2 representing the structural equation model specifying the relationship between cause and effect.



Where,

Causes (from service provider)		Effect (opting connection by customer)	
x4	connectivity	x19	more connection

x5	schemes		x20	Upgrade to new plans
x7	goodwill		x21	at work place/home (expanding to)
x8	data services			
x10	net connectivity			
X	Cause (latent)			
Y	Effect (latent)			

Table 3 : table showing abbreviated and latent variables

With above analysis, it could be noted that ‘there is clear correlation among the variables’ by the different fit model indices. Hence, H0 is rejected and accepted alternative hypothesis, by this the inference can be drawn that there is cause and effect on usage.

It could be noted that there is significant variation of connectivity (0.78) which influence the latent variable of cause. Subsequently ‘more connection’ is also impacted by the latent variable of ‘effect’. It is to be noted that the ‘scheme’ offered by telecom provider plays very vital in the selection and buying habit of the customer (0.71), nevertheless the data service also plays a vital factor in influencing the on cause’ to customer. It can be noted that cause and effect hold a regression of 0.28, indeed, it is approved by many scholars as a significant Cohen (1988), Hair et al. (2011) & Hair et al. (2013). Hence it can be inferred that the model signifies the relationship between the various above variables and cause effect. Indeed, the model also fit indices also validates the model so specified.

Findings

The study helps us understand the Fibernet market in depth with regard to JIO, the impact of covid in this industry with regard to JIO, and customer satisfaction with regard to Jio Fibernet.

1. According to the survey we get to know that most of the consumers are ready to spend about 300-400 for their monthly broadband services.
2. Most of the consumers knew about jio Fibernet through Advertisements through online platforms and television.
3. We get to know that 41.7% of customers have started using jio Fibernet broadband services from less than a month ago.
4. Most of the respondents said that the reason behind why jio was chosen instead of there competitors where cause of connectivity, schemes, company brand value, Data services and Value-added services.
5. Most of the respondents agreed that they were attracted by the unlimited internet offer and it influenced them in opting for jio Fibernet.
6. Respondents felt neutral in terms of switching to other service providers
7. Most of the existing Customers agree that they would recommend Jio Fibernet to their friends and peers, would like to opt for more connections, upgrade to higher plans and choose jio connection even in their work space in future

Suggestions

From the study we get to understand that the existing customer are happy with jio Fibernet but they would be even more satisfied is the cost was reduced a bit, Jio should increase their connectivity in different region also cause jio not available in all of the region which will be an hinderance to their growth and people are forced to opt for their competitors just cause of this hinderances, it would be better if jio advertised them self’s more on online and tv platforms instead of newspapers which could increase their marketing reach to the potential customers.

Conclusion:

Internet has become a basic need to function in every day-to-day activity. Jio as a leading market share holder in the telecommunication sector they have branched out in to broadband services where they have seen a huge growth even with a well-established competitors they have succeeded to acquire customers in this pandemic situation and its important to retain the customers and at the same time increase the customer base. so from the study we get to understand that jio has

successfully managed to get customers in this pandemic, Customers agree that they are satisfied with the jio services cause jio provides more than just the broadband network they provide other value added services to their customers, Existing customers also strongly agree that they would recommend jio broadband to their friend and peers compared to other service providers, will also opt for the same network in there office space and would upgrade their current internet plan in the future for additional data upload and download Speed and existing customers are not looking to switch to Jio's competition cause they are satisfied with Jio Fibernet.

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