

**“FACTORS INFLUENCING USER’S BEHAVIOUR
TOWARDS RELIANCE JIO SERVICES IN THE
STATE OF GOA”**

**DISSERTATION SUBMITTED
TO**



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BY

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DECLARATION

I, **Mr. ABHISHEK SINGH GAUR**, hereby declare that the dissertation titled “**FACTORS INFLUENCING USER’S BEHAVIOUR TOWARDS RELIANCE JIO SERVICES IN THE STATE OF GOA**” is an original and independent research work done by me during the period 2020-2021 under the guidance of Dr **P. Sri Ram, Assistant Professor (M.com)**, Goa Business School, Goa University and has not previously formed the basis for the award of any degree of diploma or any other similar in Goa University or elsewhere.

Date: 14/07/2020

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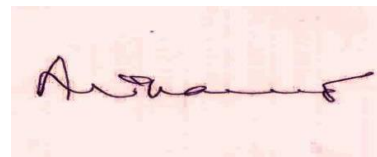
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CERTIFICATE

This is to certify that the dissertation entitled “**FACTORS INFLUENCING USER’S BEHAVIOUR TOWARDS RELIANCE JIO SERVICES IN THE STATE OF GOA**” is a bonafide record of the research work done by **Mr. ABHISHEK SINGH GAUR** during the period of study under my guidance and that to the best of my knowledge this study has not been formed the basis for the award of any degree, diploma, associateship, fellowship or similar title to any candidate in Goa University or any university and also that the dissertation represents independent work on the part of the candidate.

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FACTORS INFLUENCING USER'S BEHAVIOUR TOWARDS RELIANCE JIO SERVICES IN THE STATE OF GOA

Abstract

Reliance Jio Infocomm Ltd , is an Indian mobile network operator launched commercially on September 5, 2016. Owned by Reliance Industries, the entry of Jio revolutionised the telecommunication sector and development of telecom industries are at vast level. Because of privatization of telecommunication, the network provider wants to find this distinguished place in the market. Every network provider chooses the strategy to sustain them. Compare to other network providers JIO has placed a fantastic role. This study wants to find out the factors influencing user's behaviour towards reliance jio services in the state of Goa . This paper focuses on two aspects, viz., firstly ,To study demographic profile of the respondents and the second, To study whether there is any significant difference between the demographic variables and the factors considered by the respondents for using reliance jio services. The factors includes namely ,Service Quality(SQ) , Data plan(DP) , Network (NE) and Customer Relationship (CR). The convenience sampling was adopted. 200 sample was collected through structured questionnaire. The various statistical tools were applied like chi-square test and the t-test to interpret the data. The result showed that except for Education and Location all other demographic variables are significant.

CHAPTER 1:

INTRODUCTION

1.1 Introduction

In Today' world no one is living without mobile phone. Various number of network services are available in this world. Especially, This study is focused on Reliance Jio which has been founded in 2007. It is a LTE mobile network operator in India. It provides wireless 4G LTE service network and is the only 100% VOLTE Operator in the country. The Reliance unit has been buying spectrum since 2010 under a plan to return this quarter to a market that now has more than 1 billion mobile subscribers. Reliance Jio has appointed Shahrukh Khan as their brand Ambassador. It invests into wireless unit of about 150 billion rupee. Jio have plan to issue 15 billion new share at Rs. 10, each to existing shareholders. Reliance communication owns and operates the world's largest next generation IP enabled connectivity infrastructure which comprises 2,80,000 kilometers of fiber optic cable systems in India, USA, Europe, Middle East and the Asia Pacific region. Reliance Group ranks among India's top private sector business houses in terms of net worth. The company has a good customer base and it covers over 21000 cities and towns and over 400000 villages of India. Reliance Jio is in process to set-up the 4G LTE infrastructure.

1.2 COMPANY PROFILE OF RELIANCE JIO LTD.

Reliance Jio Infocomm limited is an Indian telecommunications company .It is wholly owned subsidiary of RelianceIndustries and it's headquarter is in Mumbai, Maharashtra, India. It operates a national LTE network with coverage across all 22 telecom circles. Jio does not offer 2G or 3G service, and instead uses only voice over LTE to provide voice service on its 4G network. Jio soft was 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 369.93 million subscribers. It is also the fourth largest provider of fixed telephony in Country. fixed line broadband services named Giga fiber , was launched by Reliance Industries Limited's chairman Mukesh Ambani , during the annual meeting of the company. Reliance Industries on its 41st Annual General Meeting Announced the Service if Jio Gigafiber in 2018. It was later renamed as Jio Fiber, it is scheduled for a commercial launch on September 5, 2019. Jio Fiber is a Fiber to-the-home internet boardband service which is provided by telecom operator Reliance Jio infocomm, which is the part of the Mukesh Ambani Controlled Reliance Group. An AT&T initiative that is expected to deliver ultra-fast fiber network, with broadband speeds up to 1 Gigabit per second to 100 candidate cities and municipalities nationwide.

Jio network owns spectrum in 850 MHz and 1,800 MHz bands in India's 22 circles, and also owns pan-India licensed. The spectrum is valid until 2035. Jio shares the spectrum with Reliance Communications. The sharing deal is for 800 MHz band across seven circles other than the 10 circles for which Jio already owns. In September 2016, Jio signed a pact with BSNL for intra-circle roaming which would enable users of the operators to use each other's 4G and 2G spectrum in national roaming mode. In February 2017, Jio announced a partnership with Samsung to work on LTE - Advanced Pro and 5G. India has the largest population of youth in the country. Jio mainly focuses on millennials who are active on various networking platforms and have made them addicted to data. Their pricing schemes and advertising strategies mainly attract the Indian middle classes and youth. There have been an overwhelming response from young people. People are in general inclined cheaper and affordable options. The growth in subscriptions and data consumption are all proof of Jio's transformative social power. By offering service at almost no cost, and at first for free, the company argues that Jio will

'democratise the digital culture in India'. People suddenly had access to unlimited free voice call, 4G data, messaging and related services. Jio spread out like a phenomenon in the nation, acquiring about 1000 customers per minute. Within 83 days of its launch, it crossed the 50-million subscriber milestone, which had taken Airtel 12 years, and Vodafone and Idea 13 year.

Data consumption has increased drastically after Jio and people are more aware about services like entertainment, education, shopping, payment and booking, etc. Jio came into the Indian market whereas the contribution of people with more than 10+ GB data consumption. India is now the top country in data consumption compared to 155th before Jio launch. Many government processes are now completely digitized, leading to decreased expenditure and time spent. There has been accusations of data breach due to increased AADHAR usage. Aggressive ad campaign of reliance Jio may also affect the industry's scenario. It will be difficult for other player to grow their consumer base and it will lead to high promotional expenses. Considering this unwarranted price rise and rolling back of free data plans, it may seem that customers' perception towards services of Reliance Jio will change; it has already been hampered slightly when Jio scrapped free plans for paid ones. In this regard, it is pertinent to assess customers' perception towards Reliance Jio with respect to its recent announcement of higher tariff for all its plans.

1.3 CHAPTERISATION SCHEME

The entire research work is divided into four chapters

Chapter 1: Introduction

This chapter includes Introduction of reliance jio and company profile of reliance jio ltd.

Chapter 2: Literature Review and Research Methodology

This chapter deals with evaluating the existing literature available on reliance jio. It discusses the literature review done by various researchers in similar area in order to have an in-depth view of the already existing knowledge. It also includes the Objectives of the study, Research Question and Hypothesis for the study and Research Methodology.

Chapter 3: Data Analysis and Interpretation

This chapter deals with all the test run to know the significance and impact of the data. There were two objective and accordingly the tests were conducted and interpreted thereof.

Chapter 4: Findings and Conclusion:

The last chapter includes the introduction, findings and conclusion of the above study. Also, suggestions and scope for further research also included.

CHAPTER 2:
LITERATURE
REVIEW AND
RESEARCH
METHODOLOGY

2.1 Introduction

This Chapter provides the Literature review of the available Literature on the related topic. In order to collect the research papers for the review, detailed search, were carried out using the available databases like, Google Scholars ,along with some Google articles.. The Chapter also gives the list of objectives and hypothesis of the study and methodology adopted in studying the objectives and arriving at a conclusions.

Hunt and Hung et.all (1977) as defined an evaluation rendered that the consumption was at least as good as it was supposed to be. To satisfaction is a kind of stepping away from an experience and evaluating it. Pleasurable experience that caused dissatisfaction because even though it was pleasurable as it was supposed to be.

Abhishek Kumar singh and Malharpangrikar(2013), they conclude their study that 4G revolution is started in Pune by Airtel. Drastic changes and improvements from 3G technology need to be a priority. But ifdone intelligently and thoroughly, 4G holds enormous potential for Pune and can really create a boom in the IT industry, key to the Indian economy. Hence the evolution from 3G to 4G will be stimulated by services offering enhanced quality, requires increased band with, needs elevated sophistication of largescale information provisions and must have improved customization capabilities to support user demands.

Oliver (1981) as defined the summary psychological state resulting the emotion surrounding discomfort expectation is coupled with the consumers prior feelings about the consumption experience. Customer emotional response to the use of a product or service. Customer satisfaction is typically defined as a post consumption evaluative judgment concerning a specific product or service.

Kotler and Keller (2006) hold that companies be acquainted with the significance of gratifying and keep hold of customers. To them, the following are attention-grabbing truth about customer uphold, get hold of new customers can cost five times more than the cost occupied in satisfying and retaining present customers, the average company loses 10 per cent of its customers each year, and the customer profit rate tends to increase over the life of retained customers.

Serkan and Gorhan, there are four dimension that influence customer loyalty in choosing desired telecommunication service providers. These dimensions are corporate image, (erceived service quality, trust and switching cost).

Tse and Wilton et.al (1988) define as the customer response to the evaluation of the perceived discrepancy between prior expectations and the actual performance of the product or service as perceived after its consumption.

Anderson and Narus, faith is belief to another party's word or pledge because the party is measured as integral, honest, truthful, and able to perform actions that will result in positive outcomes or prevent actions that will end in negative results. A customer who believes a definite brand is likely to form optimistic buying custody towards the brand.

Economic Times (2005) Indian mobile phone market is set to surge ahead since urban India has a teledensity of 30 whereas rural India has a teledensity of 1.74. It indicates that the market is on ascent, with more than 85000 villages yes it come under teleconnectivity.

Indian infrastructure Report (2005) explains India rapidly expanding telecom sector is continuing to witness stiff competition. Various telecom service basic, mobile, internet, national long distance and international long distance have been tremendous growth in year

2005 and this growth trend promises to continue electronics and home appliances business each of which are expected to be \$ 2.5 billion in revenue by that year.

Mahalaxmi & Kumar N, (2017). In the paper “Customer Satisfaction towards Telecommunication Service Provider – A study on Reliance Jio” by Chinthala, Madhuri & Kumar discusses various determinants involved in customer satisfaction. The gender wise analysis concludes that there is no difference in opinion of male & female respondents on the satisfaction level towards Reliance Jio.

Chakraborty, (2013). The paper “Perception of Customers towards Cellular Phone Services” by Pinki Gupta, reveals that the price is a major factor in selecting the service provider.

Gupta,(2015). The reports like financial data from Telecom Authority of India (TRAI)explains about the gross revenue, adjusted revenue, license fee, spectrum charges of various telecom operators.

2.2 Objectives of the study.

1. To study demographic profile of the respondents.
2. To study whether there is any significant difference between the demographic variables and the factors considered by the respondents for using reliance jio services.

2.3 Research Questions and Hypothesis.

Based on the above objectives, the following Research Questions (RQ) followed with the Hypothesis (H) are develop for further analysis.

RQ1: “Is there any significant difference between respondents using Reliance Jio services with respect to their demographic variables between male and female?”

RQ tried to find “ whether gender plays any role for using Reliance Jio services ”. The related hypothesis (H) to be tested is.

H1: “There is no significant difference exists between male and female users of Reliance Jio with respect to their Age, Education, Income, Occupation and Location”.

RQ2: “whether there is any significant difference between the demographic variables and the four factors considered by the respondents using Reliance jio services .”namely Service Quality(SQ) , Data plan(DP) , Network (NE) and Customer Relationship (CR).

RQ tried to find “What factors are influencing the customer behaviour when it comes to using of reliance jio services and whether there is any influence of demographic variables or not?. The related hypothesis (H) to be tested is.

H2: “Demographic variables do not have any influence on the four factors considered by the respondents of reliance jio services”.

2.4 Research Methodology

The purpose of the present study was to explore the factors influencing user's behaviour towards reliance jio services in the state of goa. The period of study in case of consumer survey was from April to June 2021. Primary data was collected using structured questionnaire. The sampling method used was convenience sampling. The data was collected from students, businessman, employed and unemployed people and from housewife. The sample size for the study was 200 respondents. The data collected was based on two-part structured questionnaire. The first part tried to assess the respondent's demographic information, i.e. Gender, Age, Education, Occupation, Annual Income and Location.

The second part related to various factors considered by the respondents while using Reliance jio services. Here, 12 statements were derived based on past research done and respondent were asked to rate the extent to which they strongly disagree to strongly agree with each statement on a 5-point Likert's scale. These 12 statements were classified into four factors.

The data was analysed using SPSS . Chi-square test and T-test were used.

1) Chi-square test is used to find out whether there exists any significant difference between the respondents and their demographic variable which was our first objective.

2) For second objective T- test is used to identify whether there is any significant difference between the demographic variables and the factors considered by the respondents using reliance jio services”.

2.5 Limitation Of The Study

- 1) The data collected from sample respondents impart first-hand information.
- 2) The study is only for the limited sample and not to the whole population.
- 3) Due to limited period of study the sample size is also limited to 200.

Chapter 3:

DATA ANALYSIS

AND RESULTS

3.1 Introduction

This chapter deals with the Data analysis and interpretation done for the various tests that were performed and hypothesis framed. It is an important and exciting step in the process of research. This chapter is useful as it helps us to study the research questions that were formed for the two objectives. In all research studies, analysis follows data collection. This is one of the most important to step of any research.

3.2 Demographic Profiling.

Table 3.1 Demographic profile of Respondents

	Particulars	F	%
Age Wise Classification			
	Up to 29 Years	188	94.00
	Above 29 Years	12	6.00
	Total	200	100.00
Gender Wise Classification			
	Male	103	51.50
	Female	97	48.50
	Total	200	100.00
Educational Qualification			
	Up to Graduation	73	36.50
	PG & Above	127	63.50
	Total	200	100.00
Occupation			
	Working Class	93	46.50
	Non-Working Class	107	53.50
	Total	200	100.00
Income			
	Less than 1 Lakh	102	51.00
	More than 1 Lakh	98	49.00
	Total	200	100.00
Location			
	North Goa	144	72.00
	South Goa	56	28.00
	Total	200	100.00

Under this section a cross tabulation of user's demographic variables is performed with that of gender, i.e., Male and Female , to see if there exists any significant difference among the users across the state of Goa. In order to test the hypothesis framed, chi-square test is applied to know whether there exists any difference between the users of reliance jio across demographic profile. Chi square test also called as Pearson's chi square is a non-parametric test used as a test of goodness of fit.

3.2.1 Results

Chi-Square test
Table 3.2 Demographic profile of Respondents

Demographic Characteristics		X2 (p-value)	Gender			
			Male		Female	
			#	%	#	%
Age	Up to 29 years	4.207 (0.070)	9	89.3	95	92.6
			3			
	Above 29 years		1	10.7	5	7.4
			0			
Education	Up to Graduation	0.654 (0.880)	3	34.2	38	38.0
			5			
	PG & Above		6	65.1	64	64.0
			6			
Income	Less than 1 Lakh	11.081 (0.001*)	4	42.6	59	59.0
			3			
	More than 1 Lakh		5	57.3	46	46.0
			5			
	Working Class	11.514	5	52.3	39	39.0

Occupation		(0.002*)	4			
	Non-Working Class		4	47.7	62	62.0
			8			
Location	North Goa	0.096	7	71.7	69	69.0
		(0.566)	5			
	South Goa		2	26.3	30	30.0
			7			

Source: Result of Primary data analysis using SPSS

* Significant at 0.05

3.2.2 Interpretation

The Table 3.2 exhibits the demographic profile of customers with their gender. In case of Age the p-value is greater than 0.05, thus we accept the null hypothesis and we conclude that there is no significant relation exists between Age with respect to Gender. ($X^2 = 4.207$, $p > 0.05$). Thus we say that female prefer more than males.

With respect to the education level the p-value is greater than 0.05, which means there is no significant relation of the education level with respect to the Gender. ($X^2 = 0.654$, $p > 0.05$).

With Respect of income, the p-value is less than 0.05 hence, we reject the null hypothesis and conclude there is association between the income level and the Gender. ($X^2 = 11.081$, $p < 0.05$). which means that with less income Females prefer use of reliance jio. But incase of males they prefer to use reliance jio when they have a high income.

With respect to Occupation, Again the p-value is less than 0.05, thus we reject null hypothesis and accept that there is association of the occupation and the Gender. ($X^2 = 11.514$, $p > 0.05$).

In case of working class males go for more use of reliance jio. And Non-working class Females

go for use of use reliance jio. With respect to Location of the users i.e. (North Goa and South Goa) and the Gender, the p-value is greater than 0.05, ($\chi^2=0.096$, $p > 0.05$) thus we accept null hypothesis and we conclude that there is no relation exists between the Location and the Gender. So from the above table we conclude that Except for Income and Occupation, all other Demographic variables are insignificant.

Hypothesis: There is no significant difference exists among the respondents with respect to their demographic variables between male and females.

Hence the hypothesis is accepted and can be concluded that there is no significant difference exists with respect to their demographic variables between male and female, except for Income and Occupation.

3.3 Influence of demographic variables on the four factors

This section deals with to know if there is any influence of demographic variables on the four factors. Namely, Service Quality(SQ) , Data plan(DP) , Network (NE) and Customer Relationship (CR). In order to know it, T- test was performed.

3.3.1 Results

Demographic Characteristics		SQ	DP	NE	CR
Gender	Male	4.01	3.98	3.50	3.88
	Female	3.89	3.92	3.71	3.73
	t-value	1.36	0.61	-1.98*	1.38
Age	Up to 29 years	4.01	3.73	3.61	3.82
	Above 29 years	3.80	3.37	3.43	3.63
	t-value	1.37	2.62*	0.89	0.93
Education	Up to Graduation	3.89	3.93	3.62	3.69
	PG & Above	3.99	3.96	3.59	3.87
	t-value	-1.29	-0.36	0.32	-1.69
Income	Less than 1 Lakh	3.43	3.65	3.56	3.90
	More than 1 Lakh	3.95	3.98	3.65	4.03
	t-value	-0.29	- 3.11*	-0.77	-1.25
Occupation	Working Class	4.01	3.88	3.62	3.95
	Non-Working Class	3.89	3.98	3.59	3.70
	t-value	1.51	-1.04	0.27	2.26*
Location	North Goa	4.01	3.89	3.56	3.79
	South Goa	3.89	3.97	3.71	3.83
	t-value	1.42	-0.80	-1.23	-0.33

Table 3.3 exhibits the result of t-test of each demographic variable (gender ,age, education, income, occupation and location) with the services offered by Reliance Jio.

3.3.2 Interpretation

This table exhibits the result of t-test of each Demographic Characteristics . namely, Gender, Age, Education, Income, Occupation, and Location. With Respect to Gender, the Network gets influenced and is statistically significant. Hence we reject null hypothesis and conclude that there exists a significant difference between the Gender and the network and females get more influenced then males . With respect to Age, Data Plan is influenced, here it is statistically significant. Hence the null hypothesis gets rejected. Users up to the age of 29 years are more influenced than the ones above 29 years of age.

With respect to Income, Data Plan is influenced .This show that it is statistically significant and the Users having income more than one lakh are more influenced than the ones who have income less than one lakh With respect to Occupation, customer Relationship is influenced and are statistically significant, the working class people are more influenced than the non-working class. With respect to other demographic variables i.e. education and location this study indicates that there is no significant relationship with the services provided by reliance jio. i.e. Service Quality (SA), Data plan (DA), Network(NE) and Customer relationship(CR) .

H2: “Demographic variables do not have any influence on the four factors considered by the respondents of reliance jio services”.

Hence, the hypothesis is accepted and can be concluded that Demographic variables do not have any influence on the four factors except for Education and Location.

CHAPTER 4: FINDINGS AND CONCLUSION

4.1 INTRODUCTION

This section contains the various findings which are based on the analysis and interpretations conducted in the third chapter. Such findings allow the researcher to draw conclusions . These findings also provide guidance to researchers who may aim to conduct a study in this area in the future. The study deals with identifying the factors considered by the respondents for the use of reliance jio services in the state of Goa. The study tries to explore the demographic variables of the respondent with that of reliance jio services and also the effect of demographic variables on the respondent's towards factors which influences the behaviour of the user.

4.2 Findings from demographic profile

The first objective analysis was carried out to study the demographic profile of respondents using reliance jio services in the state of Goa and to see whether there exists any significant difference between male and female users of reliance jio services with respect to their demographic variables (Age, Education, Income, Occupation and Location). For which Chi Square technique was used to analyse the data.

The null hypothesis developed was H1: There is no significant difference exists among the respondents with respect to their demographic variables (age, Education, Income, Occupation and Location). The result showed that there is no significant difference exists with respect to their demographic variables between male and female, Hence the hypothesis is accepted, except for Income and Occupation. As the p-value is less than 0.05, (0.001) for income and (0.002) for Occupation .

4.3 Findings of the Influence of Demographic Variables on the four factors.

The second objective analysis was carried out to study whether there is any significant difference between the demographic variables and the factors considered by the respondents for using reliance jio services. For which t-test was used to analyse the data.

The null hypothesis developed was H2: Demographic variables do not have any influence on the four factors considered by the respondents of reliance jio services . namely, Service Quality(SQ) , Data plan(DP) , Network (NE) and Customer Relationship (CR).

The result showed that except for Education and Location all other demographic variables are significant.

With Respect to Gender, the Network gets influenced and is statistically significant .With respect to Age, Data Plan is influenced, here it is statistically significant .This show that it is statistically significant and the Users having income more than one lakh are more influenced than the ones who have income less than one lakh With respect to Occupation, customer services is influenced and are statistically significant.

4.4 Conclusion

Reliance Jio Infocomm Limited, known as Jio, is an Indian mobile network operator. Owned by Reliance Industries and headquartered in Mumbai, Maharashtra, it operates a national LTE network with coverage across all 22 telecom circles. The launch of Reliance Jio has caused a revolution in the telecom industry. Now, Jio claims to be the world's largest data network, based on mobile data consumption.

Under this project, In the first objective, a analysis was carried using the chi-square test and it was found that with respect to the demographic variables between male and female all the variables has no significant difference except for Income and Occupation. And with respect to the second objective, a analysis was carried using the t-test and it was found that except for Education and Location all other demographic variables are significant with respect to the influence on the four factors considered by the respondents of reliance jio services.

4.5 Suggestions

- 1) The reason to choose JIO service by the high income is that unlimited data services. So the researcher suggest that data service provide at a less rate in continuous basis through that they can acquire new customer easily.
- 2) Get the feedback from existing customers about Reliance JIO and take the reference for making new customers.

4.6 Further Research

- 1) Sample Size was Limited to 200 Samples because of the time limitations. Further Research can be conducted with the large sample size.
- 2) The Further Research can be conducted Using Advanced Statistical Techniques, like ANOVA, Cluster analysis, Regression analysis, Factor analysis etc.

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Annexure 1: Questionnaire

As a part of my Dissertation work in M.Com Course, I am conducting a survey on ‘Factors influencing user’s Behavioural towards reliance jio services.’ Please do co-operate with me in this survey by giving your responses. I promise that your response will be kept confidential and will be used only for the study purpose only.

Part I: Demographic Profile (Please Tick)

1) Gender

- A. Male
- b. Female

2)Age

- a. Up to 20
- b. 20 - 29
- c.30 – 39
- d. 40 - 49
- e.50 & Above

3)Education

- a. Up to 10th
- b. Up to 12th
- c. Graduation
- d. Post Graduation
- e. Doctoral
- f. Professional

4) Income

- a. Less than Rs. 1 Lakh
- b. Rs. 1 Lakh – 5 lakhs
- c. More than Rs. 5 lakhs

5)Occupation

- a. Student
- b. Own business
- c. Employed (Govt.)
- d. Employed (Private)
- f. Unemployed
- g. House wife

6)Location

- a. North Goa
- b. South Goa

1. Have you ever used reliance jio services?

- a. yes
- b. no

2. For how long have you been using it ?

- a) Below 3 months.
- b) More then 3 months but less then 6 months
- c) More then 6 months but less then 1 year
- d) More then 1 years.

Part II: Why you are using reliance jio services.

Kindly Tick or Circle the appropriate number ranging 1 to 5 in each of the factor provided where:-

(1-Strongly Disagree, 2 Disagree, 3- Neutral, 4- Agree, 5-Strongly Agree)

I	Service Quality	1	2	3	4	5
1	I am satisfied with the services of my network provider					
2	The Brand provides good value for money					
3	In comparison to other brands my current service provider is more innovative					
4	I find the services relatively good					
5	Over the past years my loyalty towards company has grown stronger					
II	Data plan	1	2	3	4	5
1	I really like the data plans offered by Jio					
2	I Find the data plan reality cheap as compared to others.					
III	Network	1	2	3	4	5
1	Reliance Jio provides good network coverage					
2	Reliance Jio provided good network connectivity					
IV	customer relationship	1	2	3	4	5
1	I like the complain resolution mechanism of Jio					
2	My relatives & friends are using the same service provider					
3	Service provider really cares about building a relationship					