

# Consumer's Awareness in Telecommunications Companies and Reliance Jio

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## Abstract

The Telecom sector saw considerable development during the ongoing years. India is presently the second biggest telecommunication market on the planet with calm various telecom specialist organizations making a ton of rivalry. For reasonable rivalry and level battleground TRAI (Telecom Regulatory Authority of India) issues guideline/bearings/orders/rules To spread mindfulness about telecom guideline, COP (Consumer Outreach Programs) are directed by TRAI workplaces, Telecom Service Providers and CAG (Consumer Advocacy Groups), henceforth present paper is taken on "Telecom Regulation and Consumer Awareness in India" and test from four states (Noida, Ghaziabad, Baghpat, and Meerut) were taken dependent on geological zones west, south, east and north. The examination secured the distinctive cross part of populace like age, sexual orientation, occupation. The target of the examination is to survey the mindfulness about telecom guidelines in India. Furthermore, likewise the theory testing was done. End is drawn by basic normal and weighted normal techniques. It is inferred that the respondents who were male, occupation as administration, age gathering of 2534 years more mindful.

**Keywords:** - Telecom sector, reliance Jio, programs, consumer's awareness, Telephone Nigam Limited (MTNL).

## 1. INTRODUCTION

Telecommunication is a crucial and fundamental foundation for financial turn of events. It can supplant to an enormous degree the individual travel and thusly, can turn out to be practical. Telecommunication administrations could be reciprocal to different interests in the improvement cycle which upgrades the profitability and productivity in different sectors. Arrangement of telecommunication offices accepts an extraordinary significance with regards to the NCR, where not just decentralization of monetary exercises is imagined from the city to zones outside yet additionally prompted improvement of the need towns. These towns are proposed to be created with an enhanced financial base where auxiliary and tertiary sectors will shape the predominant monetary exercises. These sectors are substantially more subject to telecommunication administrations.

In addition, Delhi, the mother city will keep on staying in the focal point of dynamic and a window to the rest of the world, and telecommunication joins will give the methods for data essential for business choices. In the eight need towns/edifices indented for need improvement, the current Telecommunication offices are deficient regarding their ability and refinement of innovation. A portion of the current offices have out-carried on with their plan life and, are untrustworthy and lacking the existing telecom offices in the DMA and need towns shows that. The current limit fluctuates from 100 to 7600 lines while the waitlisted request goes from 3 to 7585, the most extreme being in Faridabad.

The message offices are accessible just in a set number of towns, for example, Faridabad, Gurgaon, Panipat, Alwar, Meerut, Ghaziabad and NOIDA and their abilities are required to be increased before the finish of the Seventh Plan when a couple of more DMA and need towns of the Region like Rohtal Rewari, Bhiwadi, Palwal, Hapur and Bulandshahar are probably going to be secured. For a compelling acknowledgment of this objective, and improvement of financial exercises particularly identifying with businesses, exchanges and trade, telecommunication offices would be

basic. Also, so as to make the need and DMA towns as appealing as Delhi in regard of arrangement of business openings and way of life, the offices in these towns ought to be made practically identical to that of Delhi.

## 2. PHYSICAL INFRASTRUCTURE – TELECOM

- At 235.88 percent, Delhi had the most noteworthy tele thickness in India as of November 2018.
- According to the Telecom Regulatory Authority of India (TRAI), Delhi had 51.06 million remote supporters and 3.20 million wire-line endorsers as of November 2018.
- The significant telecom administrators in the state are Reliance Jio, Bharti Airtel, Idea Cellular, Vodafone and Mahanagar Telephone Nigam Limited (MTNL).

**Table.1: Telecom Infrastructure (as of November 2018)**

Wireless subscribers	51,058,036
Wire-line subscribers	3,203,511
Internet subscribers <sup>1</sup> (million)	32.93
Tele-density (%)	235.88

## 3. ROLE OF REGULATORY AUTHORITY FOR PROTECTION OF CONSUMER RIGHTS AND TRAI: -

TRAI (Telecom Regulatory Authority of India), HQ at New Delhi, Established in 1997 with Parliament act. It has Regional Office at Raipur. It Issues Telecom Regulations/Directions/Orders related with Consumer Protection, Conducts Consumer Outreach Programs, offer bearings to TSP's to do as such, Appoints Consumer Advocacy Groups (CAGs), Formed-Telecommunication Consumers' Education and Protection Fund (TCEPF), Formation of Committee for Utilization of Telecommunication Consumers Education and Protection Fund (CUTCEF).

### RELIANCE JIO

The Reliance Jio's pre-dispatch offer has two things one the voice and information from Reliance and other one is Mobile gadgets named "LYF". It is a pre-dispatch offer and generally driven and costly startup venture. The Jio impact can be seen effectively in the market individuals are getting insane to get Jio SIM and benefit related proposal with the new SIM and another offer is with the LYF cell phones that will last work year 2017. This offer makes the market climate tempestuous and compelling the contenders to put procedure against it. Vodafone, Airtel who are set up major parts in the market are making their moves to guard their regions by offering new proposals to the new clients who joins their organization for voice and information.

## 4. OBJECTIVES OF STUDY: -

- To survey the effect of segment boundaries on telecom guidelines mindfulness.
- To survey telecom guidelines mindfulness level among consumers.

## 5. REVIEW OF LITERATURE

Bahl, T. J. (2019) in the realm of serious rivalry among all the ventures, the telecom business additionally doesn't neglect to remain behind. With the conviction that the client is the lord, every single organization in India is happy to go to profundities and cross lines each day so they can be that one brand that clients search for. While picking a Network, one searches for different factors, for example, Network inclusion, the call rates, the web plan offered and not to overlook however the worth added benefits too. Fulfilling the consumers in every one of this perspective isn't a simple

undertaking. In light of the writing audit and subsequent to considering the inquiries we need to reply; the exploration issue of the examination paper is "The Effect on The Consumers and Telecom Industry after the Introduction of Reliance Jio." The issue predominantly centers on how the telecom business was when Jio, what individuals accept and see about Reliance Jio and what challenges the contenders confronted with the presentation of Jio. In light of the examination issue, these are a portion of the targets of our investigation.

Devina Sengupta, ( 2019) dependence Jio Infocomm Ltd (prominently known as Jio), is an Indian portable organization administrator dispatched financially on September 5, 2016. Claimed by Reliance Industries, the passage of Jio changed the telecommunication sector. In this task the example of overcoming adversity of this ongoing participant and the board standards received by the organization were examined based on investigates and contemplates led in these fields. The authoritative structure, arranging and showcasing technique, staffing and enrollment, SWOT examination, PEST investigation, special system, the effect of Jio dispatch, Government approaches, debates encompassing Reliance Jio, its endeavors, coordinated efforts and future activities were additionally talked about in detail.

Kumar et al. (2018), the section of Reliance Jio in the business has constrained the other organization administrators to lessen their costs. It tends to be affirmed that to support on the lookout, the organizations were not left with some other alternatives to diminish their cost. The methodology utilized by Reliance Jio is exceptionally private enterprise, and this has additionally brought about doing a significant effect on the whole telecom industry of the nation.

Middlemiss, L. (2017) in the current situation, the opposition among organizations working in the telecom business of India has gotten extraordinary, and now it has gotten extremely muddled for organizations to continue in the commercial center. At present, India has been perceived as the second biggest and the most potential correspondence sector on the planet.

Aurn, (2018) the legislature of India is likewise anticipating actualizing another arrangement which is National Telecom Policy. The head and most significant goal behind the execution of this arrangement is to acquire various kinds of innovative headways the telecom business. On the opposite of this, has fundamentally contended that at present the Indian Telecom sector is going through the most testing time.

Curwen, P., and Whalley, J. (2018) dependence Jio entered the Indian telecom industry in 2016 and had brought about giving exceptional rivalry and a critical test to the plan of action of existing organizations in the commercial center. The administrations offered by Reliance Jio were inventive, and this further brought about drawing in individuals and existing clients of a brand, for example, Idea, Vodafone, BSNL, Airtel and different parts in the telecom business. Dependence Jio plan of action accentuated on offering rapid and 4G information at costs which were modest and the procedure has upheld the organization in doing powerful infiltration in the Indian market. The tax plans presented by Reliance Jio were inventive, and during the underlying stage, they were by all accounts unreasonable.

## 6. RESEARCH METHODOLOGY

### Area of Study

The investigation is restricted to public capital locale (NCR) as it were. Four principle urban areas of NCR will be included for example Noida, Ghaziabad, Baghpat, and Meerut.

### Hypothesis: -

Ho1: There is no huge distinction between segment boundaries and telecom guidelines mindfulness.

Ho2: There is no huge distinction between the mindfulness levels about telecom guidelines.

### Universe:

For this examination entire India was taken as universe. 120.6 Cr portable consumers were in entire India.

### Sample:

Test size will be all out 100 consumers for Urban and provincial territory from every state.

**Statement of Problem: -**

“Telecom Regulation and Consumer Awareness in India”

**7. ANALYSIS AND INTERPRETATION**

This section would contain results and conversations on the bases of information investigation through factual methods. Both essential and auxiliary information would be investigated for the outcomes. The outcomes and understandings of the examination would be deduced in this section followed with the concise conversation, impediments of the investigation and suggestions.

**8. HYPOTHESIS TESTING: -**

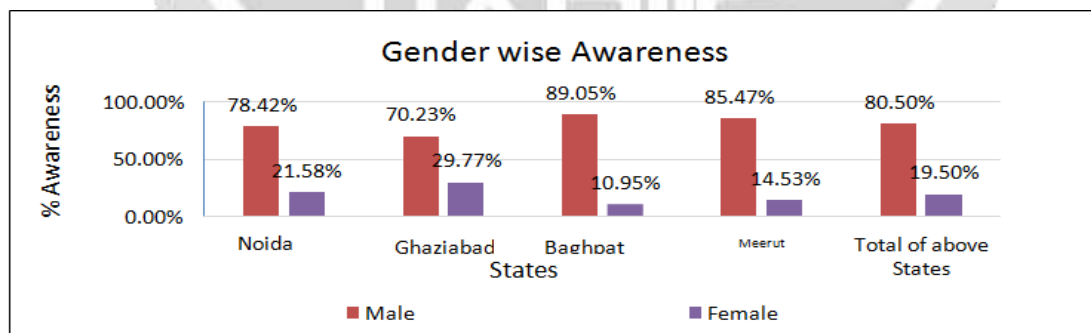
Ho<sub>1</sub>: There is no huge contrast between segment boundaries and telecom guidelines mindfulness.

This speculation was closed by testing three sub theory testing.

Ho<sub>1-a</sub>: There is no huge contrast between sex (male and female) of respondents with respect to telecom guidelines mindfulness. - Hypothesis dismissed.

**Table .2: -Gender Wise Awareness**

State	Male		Female		Total	
	Count	%	Count	%	Count	%
Noida	1090	78.42	300	21.58	1390	100.00
Ghaziabad	991	70.23	420	29.77	1411	100.00
Baghpat	1114	89.05	137	10.95	1251	100.00
Meerut	1147	85.47	195	14.53	1342	100.00
Total of above States	4342	80.50	1052	19.50	5394	100.00



**Figure.1: - Telecom Regulations awareness–gender wise comparison Ho<sub>1-a</sub>**

Mindfulness level of respondents with classification male was more than female because of higher education in male classification in every one of these states and was most elevated in West Bengal state for male classification and in Rajasthan for female class. Additionally there is enormous variety in rate mindfulness in these states for both the classifications. Consequently theory is dismissed.

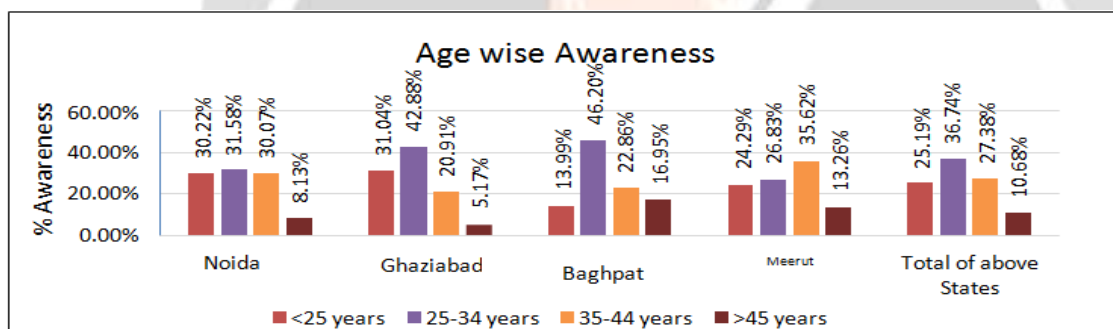
Ho<sub>1-b</sub>: There is no critical distinction between age gatherings of respondents with respect to telecom guidelines mindfulness. - Hypothesis dismissed.

**Table 3: -Age Wise Awareness**

State	<25 years		25-34 years		35-44 years		>45 years		Total	
	Count	%	Count	%	Count	%	Count	%	Count	%
Noida	420	30.22	439	31.58	418	30.07	113	8.13	1390	100.00
Ghaziabad	438	31.04	605	42.88	295	20.91	73	5.17	1411	100.00
Baghpat	175	13.99	578	46.20	286	22.86	212	16.95	1251	100.00
Meerut	326	24.29	360	26.83	478	35.62	178	13.26	1342	100.00
Total of above States	1359	25.19	1982	36.74	1477	27.38	576	10.68	5394	100.00

Mindfulness level of respondents with age bunch 25-34 years was higher than different gatherings in all states aside from Meerut where it was most noteworthy in age gathering of 35-44. It was most elevated in Baghpat state (46.20) trailed by Ghaziabad (42.88), Noida (31.58) and Meerut (26.83%) for the age bunch 25-34 Years. Likewise there is enormous variety in rate mindfulness in this state for all the age gatherings. Henceforth speculation is dismissed.

Ho<sub>1-c</sub>: There is no critical contrast between occupations of respondents with respect to telecom guidelines mindfulness. - Hypothesis dismissed.



**Figure.2: -Telecom regulations awareness–age wise comparison Ho<sub>1-b</sub>**

Mindfulness level of respondents with age bunch 25-34 years was higher than different gatherings in all states aside from Meerut where it was most noteworthy in age gathering of 35-44. It was most elevated in Baghpat state (46.20) trailed by Ghaziabad (42.88), Noida (31.58) and Meerut (26.83%) for the age bunch 25-34 Years. Additionally there is huge variety in rate mindfulness in this state for all the age gatherings. Subsequently theory is dismissed.

Ho<sub>1-c</sub>: There is no critical contrast between occupations of respondents with respect to telecom guidelines mindfulness. - Hypothesis dismissed.

**Table 4: - Occupation Wise Awareness**

State	Service		Business/ Self Employed		Student		Housewife		Retired		Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Noida	955	68.71	207	14.89	168	12.09	45	3.24	15	1.08	1390	100.00
Ghaziabad	498	35.29	634	44.93	191	13.54	67	4.75	21	1.49	1411	100.00
Baghpat	995	79.54	92	7.35	109	8.71	18	1.44	37	2.9	1251	100.00

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Meerut	1102	82.12	110	8.20	80	5.96	35	2.61	15	1.1	1342	100.00
Total of above States	3550	65.81	1043	19.34	548	10.16	165	3.06	88	1.6	5394	100.00

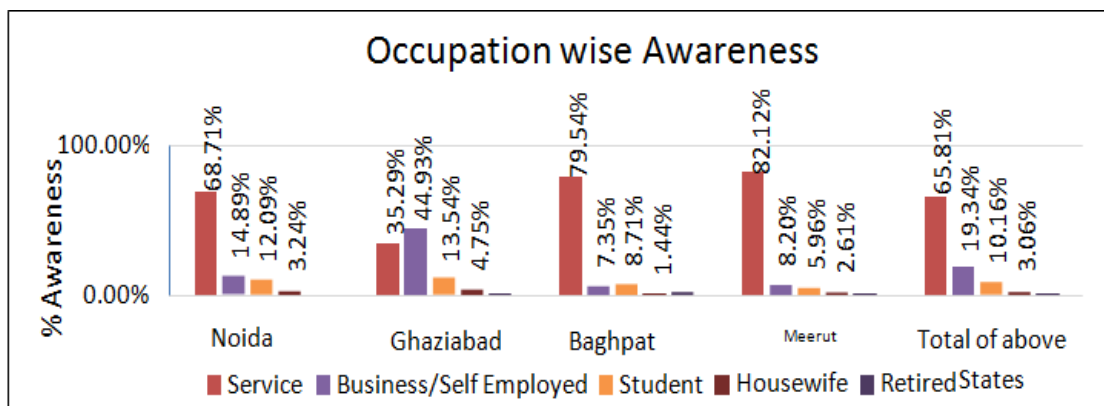


Figure.3: - Telecom Regulations awareness–occupation wise comparison Ho<sub>1-c</sub>

Mindfulness level of respondents with occupation in administration class was higher than other occupation classification in all states aside from Ghaziabad where business/independently employed class was most noteworthy. It was most noteworthy in Meerut state (81.12) trailed by Baghpat (79.54), Noida (68.71) and Ghaziabad (35.29), for occupation in administration class. Likewise there is huge variety in rate mindfulness in these states for all the occupation classifications. Subsequently theory is dismissed.

Table 5: -Testing of Hypothesis Ho<sub>1</sub>

State	Gender wise		Age wise				Occupation wise					Total
	Male	Female	<25 years	25-34 years	35-44 years	>45 years	Service	Business/Self Employed	Student	Housewife	Retired	
Noida	78.42	21.58	30.22	31.58	30.07	8.13	68.71	14.89	12.09	3.24	1.08	92.67
Ghaziabad	70.23	29.77	31.04	42.88	20.91	5.17	35.29	44.93	13.54	4.75	1.49	94.07
Baghpat	89.05	10.95	13.99	46.20	22.86	16.95	79.54	7.35	8.71	1.44	2.96	84.24
Meerut	85.47	14.53	24.29	26.83	35.62	13.26	82.12	8.20	5.96	2.61	1.12	89.70
Total of Above States	80.50	19.50	25.19	36.74	27.38	10.68	65.81	19.34	10.16	3.06	1.63	90.10

9. CONCLUSION: -

The respondents who were in the male class with age bunch 25-34, occupation in administration classification were more mindful. It can be inferred that majority of the respondents are happy with the administrations given by the JIO media transmission specialist organization. Majority of the absolute respondents are exceptionally happy with the Internet facilities given by JIO. From the investigation it tends to be seen that the clients are not that much happy with the client care administrations given by JIO. It tends to be recommended that the organization needs to zero in on additional client care administrations, reacting to the clients' issues and concerns and providing solutions. The sex insightful investigation of consumer loyalty shows that the registered esteem in the event of the apparent multitude of factors of consumer loyalty are more prominent than  $\alpha = 0.05$ . Subsequently, it very well may be inferred that there is no distinction in the assessment of male and female respondents on the satisfaction level towards the administrations given by the JIO Tele correspondence.

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