



A STUDY ON CUSTOMERS GRATIFICATION LEVEL TOWARDS TELECOM SERVICE RENDERED BY RELIANCE JIO (WITH SPECIAL REFERENCE TO COIMBATORE)

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ABSTRACT The importance of customer's gratification diminishes when a firm has increased bargaining power. In researching satisfaction, firms generally as customers whether their products or service has met or exceeded expectations. Thus, potential are a key factor behind gratification. When customers have high expectation and the reality falls short, they will be disappointed and will likely rate their experience as less than gratifying.

KEYWORDS : customer, service, network

INTRODUCTION OF TELECOM SERVICES

Customers gratification is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or superfluous customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals. It is seen as a key performance indicator within business and is often part of balanced score. In a competitive market place where businesses compete for customers, customers satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

"within organizations, customer satisfaction ratings can have powerful effects. They focus employees on the importance of fulfilling customers' expectations. Further more, when these ratings dip, they warn of problems that can affect sales and profitability. These metrics quantify an important dynamic. When a brand has loyal customers, it gains positive word-of-mouth marketing, which is both free and highly effective". Therefore, it is essential for business to effectively manage customer satisfaction. To be able to do this, firm needs reliable and representative measures of satisfaction.

STATEMENT OF A PROBLEM

The rural area customers also use reliance jio. Even though the sector has reflected promising growth in India but still remaining at a very low compared with international standards and this providing tremendous opportunity for future growth in telecommunication services. So reliance jio improves the network connection and speed in rural areas.

OBJECTIVES OF THE STUDY

- To know the customer's awareness towards telecom services.
- To know the factor which influence the customers.
- To know about the problems faced by the customers.
- To find out the gratification level of the customers.
- To provide the suggestion to improve the telecom services.

SCOPE OF THE STUDY

To identify the customers views regarding quality, quantity, free

Table:1 Demographic variable of customers in Coimbatore city

SL. NO	FACTORS	VARIABLES	NO.OF . RESPONDENTS	PERCENTAGE
1	Gender	Male	71	47
		Female	79	53
2		18 yrs - 24yrs	128	85
		25 yrs - 35yrs	19	13
		above 35 yrs	3	2
3	Marital status	Unmarried	25	17
		Married	125	83
4	Education level	UG	99	66
		PG	32	21
		Diploma	7	5
		School level	1	1
		Others	11	7
5	Monthly Income	Rs.10,000 to Rs.15,000	88	59
		Rs.15,000 to Rs.20,000	33	22
		Rs.20,000 to Rs.25,000	20	13

service and price. In telecommunication sector wider scope available in the world. This research will include data collection and methodology through interviews and direct observation as a tool to identify the specific problems within the association and trying to find out the subsequent remedies for this.

RESEARCH METHODOLOGY

Research methodology is the way to solve the research problem systematically. In this study, we study about the various step are adopted by the research as research problem behind them. The study consists of primary data. Primary data is the fresh-hand information and it is collected through the questionnaire. The sample size consists of 150 respondents from the Coimbatore city. The respondents are from the different variables such as, age, occupation, gender, marital status. The survey is conducted in the Coimbatore city with 150 respondents. The study covers the period for the month from January to March 2020. Tools and techniques used percentage analysis, chi-square test, analysis of variance.

REVIEW OF LITERATURE

Carsten Fink, Aaditya Matoo and Randeep Rathindran (2001) in their study titled, "liberalize Basic Telecommunications: The Asian Experience" have found that despite the move away from customary public monopolies, most Asian governments are still averse to allow and restricted entry, eradicate limits on private and foreign ownership, and institute strong independent regulators.

J. Pakola, M. Pietila and R.Svento (2003) in their article titled, "An examination of Customer Behavior in Mobile Phone Markets in Finland" have indicated that price and properties are the major prominent factors affecting the obtain of a new mobile phone, whereas audibility, price and friends are regarded as a most vital in choice of mobile phone operators.

ANALYSIS AND INTERPRETATION

The analysis and interpretation of the study are done with the help of data collected through the structured questionnaires. The tools used for Analysis are Simple percentage analysis, Chi-square test and ANOVA.

		above Rs.25,000	9	6
6	Occupation	Business	95	63
		Professional	36	24
		Home maker	6	4
		Student	13	9
7	Using Reliance Jio	Yes	96	64
		No	54	36
8	Awareness about Jio	Relatives	19	13
		Friends	77	51
		Family members	20	13
		Advertisement	28	19
		Newspaper	6	4

Source: Primary data

The table -1 reveals that the demographic profile of the jio customers in the current study. The study contains mostly female respondents, age group of 18-24 years highly used, married, UG level, monthly income Rs10000-Rs15000, business level, awareness level is friends. These kinds of demographic variables are highly influenced in the research work.

CHI-SQUARE TEST

Table2:relationship Between Income Level And Occupation

The below table shows about the relationship between the income level and occupation of the respondents.

Income level	Observed N	Expected N	Residual
Rs 10,000 to Rs 15,000	88	37.5	50.5
Rs 15,000 to Rs 20,000	33	37.5	-4.5
Rs 20,000 to Rs 25,000	20	37.5	-17.5
above Rs 25,000	9	37.5	-28.5

Source: Primary data

Occupation	Observed N	Expected N	Residual
Student	95	37.5	57.5
Professional	36	37.5	-1.5
Home maker	6	37.5	-31.5
Business	13	37.5	-24.5

Test Statistics

Test statistics	Income level	Occupation
Chi-Square	98.373 ^a	130.693 ^a
Do	3	3
Asymp. Sig.	.000	.000

INTERPRETATION

Chi-square since p value is less than the significance level, there is a relationship existing between income level and occupation.

Table 3 Difference Between The Free Issues, Usage Of Jio, Data Speed, Offers, Gifts And Vouchers, Network Coverage.

		Sum of Squares	Df	Mean Square	F	Sig.(P value)
Free Issue	Between Groups	.296	1	.296	.404	.526
	Within Groups	108.537	148	.733		
	Total	108.833	149			
Data speed	Between Groups	.530	1	.530	.820	.367
	Within Groups	95.610	148	.646		
	Total	96.140	149			
Offers	Between Groups	8.841	1	8.841	10.078	.002
	Within Groups	129.832	148	.877		
	Total	138.673	149			
Offers	Between Groups	8.841	1	8.841	10.078	.002
	Within Groups	129.832	148	.877		
	Total	138.673	149			
Network Coverage	Between Groups	.227	1	.227	.285	.594
	Within Groups	117.773	148	.796		
	Total	118.000	149			

The below table shows about the difference between the free issues, usage of Jio, data speed, offers, gifts and vouchers, network coverage of Reliance Jio.

Source: primary data

INTERPRETATION

There was no statistical difference between the free issue and usage of Jio (p value=0.526), there is no statistical difference between the data speed and usage of Jio (p value=0.367), there was a statistical difference between the offers and usage of Jio (p value=0.002), there was statistical difference between the gifts and vouchers and usage of Jio (p value=0.008), there was no statistical difference between the network coverage and usage of Jio (p value=0.594).

SUGGESTIONS

- The network is now reached only among the youngsters and not among the others age people. So this is one of the most drawbacks of the Jiosim.
- The speed of jio's 4G data services has come down drastically after September 5. Now the internet speed has come down to 6-10 Mbps from 50 Mbps during the launch stage.
- Reliance Jio has launched its internet services on 4G band. With not such difference in the rated 2G or 3G services and 4G connections, new users are inducing towards Jio. The only constraint with 4G services is that they take a toll on the phone's Battery, forcing the users to charge it reputedly. With no 2G or 3G options, the users can't switch to slower connections to save battery.

- It requires markets to review their marketing practice. Now companies have to show their concern about consumer's internet. They have to take many steps to satisfy the consumers. Now marketers have moved to consumer's welfare from consumers' satisfaction most companies have accepted in principles.

CONCLUSION

The Indian mobile telephony market has grow at a rapid speed in the last decade. Declining the call tariffs and favorable regulatory policies has led to a tremendous increase in the subscriber' base. The present research focuses on the analytical study of launch of Jiosim on other competitor in Coimbatore city. The study has been carried out to find out the most preferred mobile network service provider and the factors influencing to use the particular mobile network service. The results revealed that Jio network connections is the most preferred mobile network services provider after launch in the market. Free issue, data speed and network coverage are the most influencing factors in the selection of a particulars mobile network service provider.

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