



A STUDY ON USERS LEVEL OF SATISFACTION WITH JIO MOBILE PHONE SERVICE PROVIDER WITH SPECIAL REFERENCE TO COIMBATORE CITY.

Commerce

Dr. Kavitha K.R Associate Professor, Department of commerce, Sri Krishna Adithya College of Arts & Science, Kovaipudur, Coimbatore – 42.

Ms. Priyadarshini.* III B.Com (AF), Department of commerce, Sri Krishna Adithya College of Arts & Science, Kovaipudur, Coimbatore – 42. *Corresponding Author

KEYWORDS

Introduction:

India's telecommunication network is the second largest in the world by number of telephone users (both fixed and mobile phone) with 1.179 billion subscribers as on 31 July 2018. Till 1850 the word postal is used to mean communication. Telecommunication means transferring any form of messages through wire or wireless communication system. In past few decades telecom communication industry has developed a lot.

In 1851 British east India Company opened the service for their use. To implement the communication service to the people a separate department was opened in 1854. The oriental telecom company limited of India opened telephone exchange at Kolkata, Mumbai, Chennai and Ahmadabad. The first official telecommunication service is started with 93 users on 28 January 1882.

After 1902 telecom service had develop step by step. It changed to cable telegraph to wireless telegraph, radio telegraph, radio telephone and trunk dialling. Then 1975 department of telecom was organised to maintain telecom service throughout India. In 1990 TRAI (Telecom Regulation authority of India) was set up. In 2000 DoT (renamed as Bharath Sanchar Nigam Limited (BSNL) by government of India.

In 1995 the pager is successfully launched as the first wireless telecommunication. After that the mobile communication is also started. Then in the NGN (Next Generation Network) plan more networks can access and it is based on IP (Internet Protocol) technology. Then it has developed 4G network.

Now in India Vodafone – Idea, Airtel, Jio, TATA docomo, MTS India all the network are used. India is the second largest telecommunication market in the world with 1.17 million customers. The internet users have been increased 251 million to 441 million. The government and the network providers planned more activities to do in future.

RELIANCE JIO COMPANY PROFILE

Reliance Jio Infocomm Ltd., is an Indian telecommunication company which is from reliance industries. The headquarters is located at Navi Mumbai, Maharashtra. The founder is Mukesh Ambani. It was founded at 2010. But Jio soft is started on 27 December 2015. It publicly available on 5 September 2016. Jio provides its service to 22 circles. It does not provide 2G and 3G services instead of that it provides VoLTE along with LTE service.

It is the third largest network in India and Ninth largest network in world. Gigafiber is launched recently by Mr. Mukesh Ambani in their annual general meeting. It is a fixed line broadband service. It has 252.252 billion subscribers. Products of jio are Jio phone, LYF smart phones, 4G broad band, jio Wi-Fi and Jio Giga fiber.

Objectives...

- To examine the socio- economic status of the customer.
- To identify the dimension of customer's perception in the selection of mobile phone provider.
- To identify the satisfying level of the subscribers who are using JIO.
- To discuss the history, features products and services of the selected mobile phone service.
- To offer the suitable suggestion for improving the service quality

of selected mobile phone service.

Scope of the study

This research would be helpful for future researchers and this would helpful to know about full details about JIO. This will be expressing the customer satisfaction towards being a subscriber of JIO. Because before the implementation of JIO, Indians are using more mobile phone network with high cost for making calls and for getting internet over their mobile phone, laptops and computers.

JIO makes a great change over in telecom industry in India. At the time of the introduction period of JIO three months free internet, calls, messages are given to the people. This is the first factor to promote the brand called JIO. So, the major scope of the study is to know the complete details about JIO and to know how the huge offers are made the company.

In future, students cannot know about the customer satisfaction in the starting stage of JIO. But this study helps them to know about the customers of JIO with the proper proof.

Research Methodology

Sources of Data

Data refer to information or facts. Often, researchers understand data as only numerical figures. But it also includes descriptive facts, non-numerical information, and qualitative information. In a research, if data are available, the research is half complete.

The validity of research depends on the systematic method of collecting the data and analyzing the same in the sequential order. The present study is based on primary and secondary data and is carried out in the Coimbatore City.

Sample Design

The data were collected from 105 customers using convenient sampling technique

Area of the study:

Area of the study refers to Coimbatore city which is the Manchester of the South India.

Limitations of the study

The every coin has two faces. In this way this study also has some limitations.

- The study is done only in Coimbatore city.
- The data given by the consumer may have its own limitations.

Analysis And Interpretation

Gender Of The Respondents

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
	Gender		
1	Male	63	60
2	Female	42	40
	TOTAL	105	100

INFERENCE:

60% of male respondents and 40% of female respondents are responded as a Jio user.

Age Of The Respondents

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE
	Age		
1	16-25	42	40
2	25-40	42	40
3	above 40	21	20
	TOTAL	105	100

40% of respondents are from 16 -25 age group, 40% of respondents are from 25 – 40 age group and 20% are from above 40 age group.

Users Classification:

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE (%)
1	Male	63	60
2	Female	42	40
	TOTAL	105	100

INFERENCE:

The respondents of this research are 60% male and 40% female. They are Jio users.

Service provider

S.NO	Service providers	Frequency	Percentage (%)
1	Yes	8	8
2	No	97	92
	TOTAL	105	100

INFERENCE:

Jio is only 3- 4years old. So the people maximum cannot use this as their first network. Here also only 8% of people only uses Jio as their first mobile service provider. Other 92 % of people

Current service Provider

S.NO	No of Service providers	Frequency	Percentage (%)
1	one	7	31
2	Two	7	30
3	more than two	9	39
	TOTAL	105	100

INFERENCE:

2 persons used Jio as their first mobile service provider. So, other 23 persons have other mobile service provider. Such that 31% people used one mobile service provider before that, 30%of people used two mobile service providers before that. And 39%of people used more than 2 mobile service providers before Jio

Period of using mobile phones

S.NO	PARTICULARS	FREQUENCY	PERCENTAGE (%)
1	less than one	21	20
2	one-three	59	56
3	Three - five	25	24
4	more than five	13	12
	TOTAL	105	100

INFERENCE:

This table shows how many years the respondents using their mobile phones. Less than one year is 20%, one to three years are 56%, three – five years 24% and more than 5 years are 12%.

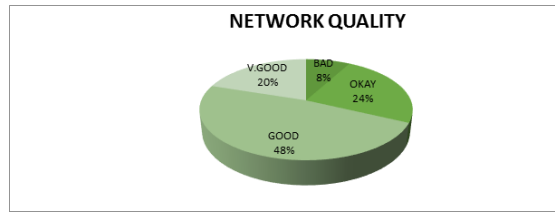
BRAND AWARENESS



INFERENCE:

This chart shows that their thought towards the brand awareness of Jio. 24%people said it is very good, 32%of people said that it is good, 28% of people said that it is okay, 12% of people said that it is bad and 4% of people said that it was very bad.

NETWORK QUALITY



INFERENCE:

This chart shows that their thought towards the network quality of Jio. 20%people said it is very good, 48%of people said that it is good, 24% of people said that it is okay, 8% of people said that it is bad and 0% of people said that it was very bad.

The satisfaction level of the respondents

S.NO	PARTICULARS	HS	S	N	DS	HDS	Total
1	Voice Quality						
	Frequency	29	42	25	8	0	105
	%	28	40	24	8	0	100
2	Network Quality						
	Frequency	25	46	17	13	4	105
	%	24	44	16	12	4	100
3	Coverage						
	Frequency	21	42	34	8	0	105
	%	20	40	32	8	0	100
4	Ability to make calls						
	Frequency	29	38	25	13	0	105
	%	28	36	24	12	0	100
5	Customer service						
	Frequency	25	42	34	13	0	105
	%	24	40	32	12	0	100
6	Data speed						
	Frequency	34	38	29	8	0	105
	%	32	36	28	8	0	100
7	Service of Jio						
	Frequency	29	55	17	0	0	105
	%	28	52	16	0	0	100

NOTE: (HS- Highly satisfied, S – Satisfied, N- Neutral, DS – Dissatisfied, HDS- Highly Dissatisfied)

This chart shows that the respondent's satisfaction level of using Jio's service. Here the voice quality is taken.28% people agrees that it is highly satisfied.40% of people agrees that is satisfied.24% of people consider it as neutral one. Only 8% of people said that it was dissatisfied. No one said it was highly dissatisfied. 24% people agrees that it is highly satisfied.44% of people agrees that is satisfied.24% of people consider it as neutral one. Only 12% of people said that it was dissatisfied. 4%of people said it was highly dissatisfied. The coverage is taken.20% people agrees that it is highly satisfied.40% of people agrees that is satisfied.32% of people consider it as neutral one. Only 8% of people said that it was dissatisfied. No one said it was highly dissatisfied. 28% people agrees that it is highly satisfied.36% of people agrees that is satisfied.24% of people consider it as neutral one. Only 12% of people said that it was dissatisfied. No one said it was highly dissatisfied. 22% people agrees that it is highly satisfied.37% of people agrees that is satisfied.30% of people consider it as neutral one. Only 11% of people said that it was dissatisfied. No one said it was highly dissatisfied. 31% people agrees that it is highly satisfied.34% of people agrees that is satisfied.27% of people consider it as neutral one. Only 8% of people said that it was dissatisfied. No one said it was highly dissatisfied. 29% people agrees that it is highly satisfied.54% of people agrees that is satisfied.17% of people consider it as neutral one. No one is said that it was dissatisfied. No one said it was highly dissatisfied.

FINDINGS

1. Majority (60%) of the respondents are male.
2. Majority (80%) of the respondents are from the age group (16 – 40) age group.
3. Majority (48%) of the respondents are under graduate.
4. Majority (72%) of the respondents are from nuclear family.
5. Majority (92%) of respondents are using Jio as their second or

- third mobile service provider.
6. Majority (56%) of respondents are using Jio brand for more than 1-3 years.
 7. Majority (32%) of respondents are said that brand awareness is Good.
 8. Majority (48%) of the respondents mentioned that network quality of Jio is good.
 9. Majority (32%) of the respondents mentioned that service of Jio is good.
 10. Majority (44%) of the respondents mentioned that the schemes & offers of Jio is okay.
 11. Majority (37%) of the respondents mentioned that the customer care service of Jio is very good.
 12. Majority (46%) of the respondents are preferred to use 1.5 GB pack for Rs.399.
 13. Majority (32%) of the respondents mentioned that the value added service of Jio is okay.
 14. Majority (44%) of the respondents mentioned that they conduct customer care for complaining.
 15. Majority (40%) of the respondents are satisfied with voice quality of Jio.
 16. Majority (44%) of the respondents are satisfied with network quality of Jio.
 17. Majority (40%) of the respondents are satisfied with coverage of Jio.
 18. Majority (36%) of the respondents are satisfied ability to make and receive calls with Jio.
 19. Majority (44%) of the respondents are satisfied with voice quality of Jio.
 20. Majority (40%) of the respondents are satisfied with customer care service of Jio.
 21. Majority (36%) of the respondents are satisfied with data speed of Jio.
 22. Majority (52%) of the respondents are satisfied with service of Jio.

SUGGESTION

- Jio mobile service company has to improve the awareness of its service.
- More numbers of Jio user feel that starter pack amount for getting a mobile connection is average but in the case of Jio it is high so the Jio has to reduce its starter pack amount to increase its customer.
- A Some respondents feel that the scheme available in Reliance Jio mobile service is at its satisfactory level. So the Jio mobile connection should maintain its brand image, strategy and policies.
- From the study I suggested the Jio price is low service OS best when compared to other cell connection easily contract to other.
- The Jio services is given low price offer to contract another phone and also given friends number they get more sales in the market and improve more service is better in the marketing

CONCLUSION

From the study on this report it is seen that launch of Reliance Jio cellular service in Coimbatore city the subscription by the people is satisfactory and steady increasing. Majority of subscribes have expressed better service provided by Reliance Jio cellular service. The sales executives should be motivated to improve the service and get tough with the respondents. The rate of income respondents is lower than the rate of outgoing respondents. The company should take several steps to eliminate the default which results in loss of respondents.

The company has wider scope in the market of cellular service by extending its value added services, according to the preference of the respondents. The market Coimbatore City is still in an expending phase. The market is not saturated; however the changing of tariff rates and low awareness level is making it difficult for the company to maintain a constant growth rate. It has been also observed the Reliance Jio can gain more number of customers by widening its area of coverage. From this study of them given the conclusion the price is low service is best so we likely to by Reliance Jio connection.

REFERENCE

1. <http://www.trp.org.in/issues/customer-satisfaction-towards-reliance-jio-network>
2. <https://www.ibef.org/industry/telecommunications.aspx>
3. <https://telecomtalk.info/history-of-indian-telecommunication/67789/>
4. <https://gadgetstouse.com/featured/hidden-features-of-jio-sim/56886>