A Study on Customer Satisfaction towards Reliance Jio Sim Network with Special Reference to Karur District

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Abstract: This assessment paper "A Study on Customer satisfaction towards reliance jio sim network with special reference to KARUR DISTRICT " is finished with an objective to perceive the purchaser steadfastness on Reliance Jio sim benefits in karur District and to find the shopper reliability's towards using the Jio 4G organizations. Data were accumulated with the help of review procedure through sorted out overview with opened and shut completed request. The dissemination of survey to the customers unpredictable examining system was used to pick the customers and the review was taken with those picked customers. In the wake of get-together the data from the customers it was affirmed and separated using Percentage, Chi-Square Tests procedure and F-test strategy for perceiving the customer perspective over Reliance 4G Jio Service. In the progressing design people are given quick and promising information. The correspondence and telecom industry of India is one of the speediest creating markets on earth. In correspondence and telecom industry, pro communities are the essential space drivers while gear makers are seeing advancement. In May 2016, Jio impelled a stack of sight and sound applications on Google have as impact of its imminent 4G organizations. While the applications are open to download for everyone, a customer will require a Jio SIM card to use them. In addition, most of the applications are in beta stage. The applications are My Jio, Jio TV, jio Chat Messenger, Jio Music, Jio 4GVoice, Jio Xpress News, Jio Security, Jio Drive, Jio Money Wallet. With the progression of development, the customer tendency is changed beginning with one individual then onto the following. To satisfy purchasers, Telecom ventures are offering number of mobile phone frameworks and moreover give cost free organizations to satisfy their customers. The assessment incorporates into examining the satisfaction of customer towards Jio arrange

Keywords: Customer, Satisfaction, Jio network, Growing, Telecom, Services

I. INTRODUCTION

A cellular network or mobile network is a correspondence organize where the last connection is wireless. The network is conveyed over land regions called "cells", each served by in any event one fixed-area handset, however more typically, three cell locales or base handset stations. These base stations give the cell the system inclusion which can be utilized for transmission of voice, information, and different sorts of substance. A phone ordinarily utilizes an alternate arrangement of frequencies from neighboring cells, to stay away from impedance and give ensured administration quality inside every phone. At the point when consolidated, these cells give radio inclusion over a wide geographic territory. This empowers various convenient handsets (e.g., cell phones, tablets and workstations outfitted with portable broadband modems, pagers, and so forth.) to communicate with each other and with fixed transceivers and telephones.
anywhere in the network, via base stations, even if some of the transceivers are moving through more than one cell during transmission.

HISTORY OF JIO NETWORK

The company was registered in Ambawadi, Ahmedabad (Gujarat) on 15 February 2007 as Reliance Jio Infocomm Limited. In June 2010, Reliance Industries (RIL) bought a 95% stake in Infotel Broadband Services Limited (IBSL) for 4,800 crore (US$690 million). Although unlisted, IBSL was the only company that won broadband spectrum in all 22 circles in India in the 4G auction that took place earlier that year. Later continuing as RIL's telecom subsidiary, Infotel Broadband Services Limited was renamed as Reliance Jio Infocomm Limited (RJIL) in January 2013.

SCOPE OF THE STUDY

SIM is expanding day-by-day, it is basic to think about the view of clients about its different angles and their issues while utilizing SIM network, and discover the powerless zone which needs upgrades. In this investigation concentrated on consumer loyalty towards JIO SIM network in Karur District.

STATEMENT OF THE PROBLEM

Mobile phone industry is still in its beginning periods mastermind, when appeared differently in relation to the currently pushed countries. It is for the manner in which that the economy of our country has been in the making stage. There are diverse mobile phones benefits provider's in our country and they are accepting a fundamental activity in fulfilling the necessities of the clients. By and by a-days, the customers are progressively amazing. Their taste, needs and tendency can the changing as per current circumstance. In this manner the headway of cell industry generally depends upon the consumer satisfaction.

OBJECTIVES OF THE STUDY

• To investigate the financial profile of the example respondent.
• To study the motivation to choose the JIO SIM network in Karur District.
• To distinguish the frame of mind towards JIO SIM network users in Karur District.
• To examine the fulfillment level towards JIO SIM network users in Karur District.
• To dissect the issues looked by the JIO SIM network users in Karur District

HYPOTHESIS OF THE STUDY

• There is no noteworthy contrast among male and female respondents motivation to choose JIO SIM network.
• There is no huge contrast between month to month salary of the respondents and the mentality in JIO SIM network users.
• There is no huge contrast between month to month salary of the respondents and the fulfillment level of JIO SIM network.
• There is no huge distinction among the different issues in utilizing JIO SIM network with respect to male and female respondents.
II. RESEARCH METHODOLOGY

(I) PROFILE OF THE STUDY AREA
This study was conducted Karur District.

II) DATA COLLECTION METHOD
Both primary and secondary data are utilized in this investigation so as to meet the necessities of the reason. Under this examination, essential information are gathered by utilizing meeting plan cum questionnaire which comprises of both open-finished and shut finished inquiries. The optional information are gathered from sites, magazines, books, flyers and periodical overviews.

III) SAMPLING METHOD
Convenience Sampling’ method is used in this study.

IV) SAMPLE SIZE
170 samples are taken for this study.

V) TOOLS OF ANALYSIS
The collected data are analyzed by getting ready appropriate tables. The data gathered with the assistance of meeting timetable were arranged and broke down by utilizing suitable and advance factual devices as pursues.

1. Percentage Analysis
2. Independent Sample t-Test
3. One-Way (ANOVA)
4. Chi-Square Analysis
5. Factor Analysis
6. One example t-Test and
7. Friedman Rank Correlation

LIMITATIONS OF THE STUDY
1. The zone of study is restricted to Karur District just; consequently the outcomes may not be valid for other topographical regions.
2. The investigation is limited to the JIO SIM network clients just; so the outcomes can't be understood to different systems.
3. Interview Schedule cum Questionnaire is the base for gathering the information; parcel of time spend to the analyst.

III. REVIEW OF LITERATURE
1. Rajpurohit R.C.S. also, M.L. Vasita (2011) talked about "Consumer Preferences and Satisfaction towards Various Mobile Phone Service Providers an Exploratory Study in Jodhpur City, Rajasthan". This examination objectivities are To think about the mindfulness, mentality that customer lean towards in choosing a specific cell phone specialist organization. periodical offers just 55.6% respondents know (83.6%) of the respondents bought a cell phone association is need. In portable administrations 235 reactions
are favored both - approaching calls and active calls. SMS goes ahead the subsequent spot. This investigation reasoned that greater part of shoppers know and fulfilled about the specialist co-ops..

2. Sreekumar.D.Menon and Baby M.D (2012)" uncovered Customer Satisfaction Of A Public Sector Telecom Company (Bsnl) In Land Line" In this investigation goes to different parts of consumer loyalty, causes, reason, its effects in telecom administrations division. They discovered 67% of the respondents have the assessment that happy with the BSNL administrations. They are recommended improve her administration, coming days more contenders are entered improve and keep up her market.

COMPANY PROFILE

Jio, is an Indian mobile network operator. Owned by Reliance Industries and headquartered in Navi Mumbai, Maharashtra, it operates a national LTE network with coverage across all 22 telecom circles. Jio does not offer 2G or 3G service, and instead uses voice over LTE to provide voice service on its network. Jio soft launched on 27 December 2015 (the eve of what would have been the 83rd birthday of Reliance Industries founder Dhirubhai Ambani), with a beta for partners and employees and became publicly available on 5 September 2016. As of 31th December 2018, it is the third largest mobile network operator in India and the nineth largest mobile network operator in the world with over 280.117 million subscribers. On 5 July 2018, fixed line broadband service named Gigafiber, was launched by the Reliance Industries Limited's chairman Mukesh Ambani, during the company's Annual General Meeting.

JIO GIGA FIBER

Jio launched Jio Giga Fibre on 15 August 2018 which offers high speed broadband, landline and DTH services at reasonable prices. In May 2016, Jio launched a bundle of multimedia apps on Google Play as part of its upcoming 4G services. While the apps are available to download for everyone, a user will require a Jio SIM card to use them. Additionally, most of the apps are in the beta phase. Notable apps include:

- **JioChat** - instant messaging app
- **JioCinema** - online HD video library
- **JioCloud** - cloud-based backup tool
- **JioMags** - e-reader for magazines
- **JioMoney Wallet** - online payments/wallet app
- **JioSaavn** (earlier, JioMusic) - for online and offline music streaming in English and Indian languages
- **JioSecurity** - security app
- **Jio4GVoice** (earlier, JioJoin) - VoLTE phone simulator

IV. FINDINGS, SUGGESTIONS AND CONCLUSION

Finding Based On Descriptive Statistics

1. 51.8 per cent of the respondents are female and the remaining 48.2 per cent of the respondents are male. It is concluded that out of 170 respondents majorities are female.
2. 37.6 per cent of the respondents are below 21 years of age, 24.1 per cent of the respondents are between the age group of 27-31 years, 20.0 per cent of the respondents are above 31 years of age and remaining 18.2 per cent of the respondents are age group between 22-26. It is concluded that out of 170 respondents majorities are below 21 years of age group.
3. 52.4 per cent of the respondents are married and remaining 47.6 per cent of the respondents are unmarried. It is concluded that out of 170 respondents majorities married.

4. 55.3 per cent of the respondents are living in joint family and remaining 44.7 per cent of the respondents are living in nuclear family. It is concluded that out of 170 respondents majorities are living in joint family.

5. 35.3 per cent of the respondents are above five members in family, 34.1 per cent of the respondents are below three members and the remaining 30.6 per cent of the respondents are between 3-5 family members. It is concluded that out of 170 respondents majorities are above 5 members in a family.

6. 31.8 per cent of the respondents are post graduate, 34.1 per cent of the respondents are below three members and the remaining 30.6 per cent of the respondents are between 3-5 family members. It is concluded that out of 170 respondents majorities are above 5 members in a family.

7. 25.3 per cent of the respondents are salaried (25.3), self employed (25.3) and other (25.3) occupations (75.6) and the remaining 24.1 per cent of the respondents are student. It is concluded that out of 170 respondents majorities are Self employed, salaried and others.

8. 37.6 per cent of the respondents are income level above Rs. 20000, 25.3 per cent of the respondents are income level between Rs. 10000-15000, 18.8 per cent of the respondents are income level between Rs. 15001-20000 and the remaining 18.2 per cent of the respondents are income level below Rs. 10000. It is concluded that out of 170 respondents majorities are above Rs. 20000 family income.

9. 34.7 per cent of the respondents are using JIO network more than 2 years, 33.5 per cent of the respondents are using JIO network 2 years and the remaining 31.8 per cent of the respondents are using JIO network below 1 year. It is concluded that out of 170 respondents majorities are using JIO network more than 2 years.

Findings Based On Inferential Statistics

1. Kaiser-Meyer-Olkin measure of sampling adequacy is 0.699 and Bartlett’s test of Sphericity approximate Chi-Square value is 164.174 which are statistically significant at 5% level.

2. P values of the 9 variables are less than 0.05. Hence the 9 variables’ null hypotheses are rejected at 5% level of significance. As the P values of all the variables are less than 0.05, all the variables related to the reasons to prefer JIO network are statistically significant.

3. Three factors Advanced Technology & Personal Touch, Economical in Nature and Fulfill our Expectation do not influence the respondents in male and female in their decision.

4. Three factors Advanced Technology & Personal Touch, Economical in Nature and Fulfill our Expectation do not influence the respondents in different age groups in their decision to prefer JIO network.

5. Advanced Technology & Personal Touch, Economical in Nature and Fulfill our Expectation do not influence the respondents in different marital status in their decision to prefer JIO network.

SUGGESTIONS

1. Most of the respondents are suggesting to improve the network coverage of Jio services and to remove the calling congestion. It assists Reliance Jio to capture the greatest market share in the current trend.

2. It can be survived in the market with its competitors for a long period and also create a good image in the minds of customers.
3. If the company charges for its service in the future, the researcher suggested it to charge minimum rate on data and calling services than their rival competitors. Improvement in the customer care services will enrich their CRM practices and to retain existing customers and to create new customers.

4. Through the word of mouth, the customers are aware of Jio and strive for accessing its services. That is why, it is recommended to increase the quality of their services. To remove the network problem and calling congestion, the present study suggests to install the towers in the place of unavailability of network and the remote areas.

V. CONCLUSION

This has analyzed customer satisfaction towards JIO SIM network users in Karur District. The main objective of the study is to identify the reason to select, attitudes, satisfaction levels and problems in using JIO SIM network. Reliance Jio company to improve their network coverage and to wipe out the calling congestion. And it is assured that the company can achieve the 100 percentage satisfaction of their customer. And also the customer might not be switch over to other networks. It will create goodwill for the company and enrich its worthiness. In this study found that there is a significant relationship between income and satisfaction and there is no significant relationship between age and Satisfaction level.

REFERENCES:
[7] Dinesh Kumar Pandiya et.al., (2014) exposed “A Study of Customer satisfaction on Telecom Service Providers” purpose of this study