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**CUSTOMERS PREFERENCE AND SATISFACTION TOWARDS RELIANCE- 4 G JIO
SERVICES IN TIRUCHIRAPPALLI DISTRICT**

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Abstract

A computer network or a data network is a digital telecommunication network. Reliance Jio limited a subsidiary of Reliance industry limited is India's largest private sector company, which is the most first telecom operator to hold pan India unified license. The company provides all communication services except global mobile personal communication by satellite services. The objective is to identify the customer preference and satisfaction on Reliance Jio sim services in Tiruchirappalli district. Data were collected with the help of survey method through structured questionnaire. After collecting the data from the customers, it was verified and analyzed using percentage, chi-square tests method for the identifying the customer response over reliance jio services. The present study carried out with 250 users of Reliance 4G services.

Key words: Internet services, Customers Perception, Telecommunication & Services

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Introduction

Telecommunication network is the second largest in the world by number of telephone users (both fixed and mobile phone) with 1.053 billion subscribers as on 31 August 2016. It has one of the lowest call tariffs in the world enabled by mega telecom operators and hyper-competition among them. India has the world's second-largest Internet user-base. As on 31 March 2016, there were 342.65 million internet subscribers in the country. Major sectors of the Indian telecommunication industries are telephone, internet and television broadcast

Industry in the country which is in an ongoing process of transforming into next generation network, employs an extensive system of modern network elements such as digital telephone exchanges, mobile switching centers, media gateways and signaling gateways at the core, interconnected by a wide variety of transmission systems using fiber-optics or Microwave radio relay networks. The access network, which connects the subscriber to the core, is highly diversified with different copper-pair, optic-fibre and wireless technologies. DTH, a relatively new broadcasting technology has attained significant

popularity in the Television segment. The introduction of private FM has given a fillip to the radio broadcasting in India. The Industry has grown over twenty times in just ten years, from under 37 million subscribers in the year 2001 to over 846 million subscribers in the year 2011. India has the world's second-largest mobile phone user base with over 929.37 million users as of May 2012. It has the world's second-largest Internet user-base with over 300 million as of June 2015. Telecommunication has supported the socioeconomic development of India and has played a significant role to narrow down the rural-urban digital divide to some extent. It also has helped to increase the transparency of governance with the introduction of e-governance in India. The government has pragmatically used modern telecommunication facilities to deliver mass education programs for the rural folk of India.

Statement of the Problem

In the present age of information Technology, use of Internet is becoming quite popular for accessing information on any topic of interest. It also provides tremendous opportunities to students; researchers and professionals for getting information on matters related to academic and professional topics and lot more. In the present world, most of the people who have computers around themselves use Internet to access information from the World Wide Web, exchange messages and documents and e-services. It is very difficult to refer the market potential and market

penetration of Reliance JIO Products & Services Offerings in Tiruchirappalli District.

Scope of the Study

The present study is confined to the geographical area of Tiruchirappalli District, including all urban and rural areas in the district. This study will focus on the internet service users through an identifiable single telephone, mobile phone or a computer. Internet access through Wi-Fi connections are covered in this study as it is an institutional arrangement for a mass. To find out the level of customer satisfaction towards the Reliance 4G Jio and to find the customer's perception regarding quality, efficiency, price and free service. To identify the specific problems within the organization and identifying the subsequent remedies for the problems faced by the customers on using this Reliance 4G service.

Objectives of the Study

1. To identify the factors influencing the customer to attract towards Reliance 4G services.
2. To find out the reason to buy the Reliance 4G Jio SIM.
3. To know the socio-economic profile of sample users.

Literature Review

P. Jayanthi and M. Nirmala (2015) in their article titled, 'Customers' Preference and Satisfaction on Airtel 3G Data Service have indicated Airtel is the largest mobile operator in South Asia and the fourth largest in the world by subscriber base. Airtel provides 3G services are

expected to drive the next phase of growth in the wireless segment with enhanced focus on providing data services and Internet. In the present study, an attempt has been made to study the customers' preference and satisfaction towards Airtel 3G data service offered in Pollachi Taluk. The study mainly depends on primary data which is collected from 110 customers of Airtel 3G data service by adopting convenience sampling technique and also, the study discloses that customers are highly satisfied with speed of data and network followed by price charged for data service, offers, validity, customer care, and online recharge facility whereas the customers are dissatisfied with bonus offered by the provider.

Venkataraman.V (2016) analyzed the behavior of mobile phone users in Tiruchirappalli district. the consumer behavior is the act of individuals directly involve in obtaining and using economic goods and services. it includes the decision processes that precede and determine this act. so the researcher has made sincere attempt to analyze the consumer behavior of mobile phones in the study area.

A R. Sornapriya and M. Sathya, (2017) "Customer Satisfaction towards Reliance Jio Network differ for place to place because the tower capacity of the reliance 4G is almost vary from place to place and from region to region. this paper helps this study in a better manner when collecting the data from the customers.

Dr. S. Shanmugapriya & M. Sangeetha (2018) analysed a Study on Customer's Satisfaction Towards Reliance Jio 4g Data Service (With

Special Reference to Pollachi Taluk). The objective of this study is to know the socio-economic profile of sample users and to identify customer's satisfaction level of reliance Jio 4G data service. In this study the Questionnaire method is used to collect the data the simple percentage and chi-square method is applied. The major findings of this study and suitable suggestions are presented in this article. The success of the service provider's dependence upon the customer's satisfaction. Hence an attempt has been made to study the customer satisfaction towards Reliance Jio 4G data a service in Pollachi Taluk.

Methodology of the Study

This research is a micro level study based on primary data to be collected from a sample of Reliance 4G Jio services users with special attention to the services in Urban and Rural areas in Tiruchirappalli District. Questionnaires have been entrusted to 250 respondents for the data collection. This methodology is purely and simply basic frame work for a study represented sample of 4G Jio internet service is selected by stratified, multistage sampling method. Secondary data for selecting the sample were also available.

Method of Analyzing data: For analyzing the Chi-Square Test were used with the help of SPSS.

LIMITATIONS OF THE STUDY

The study covers only availability of respondents is lack due to holidays and some other reasons .Sample size was limited to 250 respondents. The respondents were mostly within the income of middle and lower class and the awareness level of respondents is low because the

respondents are illiterate and fear over the survey. The study is limited to Tiruchirappalli district due to time and cost variance.

Results, Analysis and Discussion

The above indicates that the total respondents are 250 and 60 percent of them are Male and 40 % of them are female, next the age range indicates that the age below 30 are almost 38 percent and the next age range between 31 to 40 are 33 percent and the age between 41 to 50 are 21percent and above 51 are 8 percent next to age the classification of respondents are made with the help of education

and there are totally 53 percent of them are studying Under Graduation(UG) and Post-Graduation(PG) students in and around Trichy region and in the nearby colleges, next classification of the respondents are based on the monthly income and most of the respondents are in 10001 to 20000 Rupees monthly income range and few of them are working in nearby places around Tiruchirappalli district.

**Table No.1.
 Demographic Profile of the Respondents**

DETAILS	VARIABLE	PEOPLE	PERCENTAGE
Gender	Male	151	60
	Female	99	40
	Total	250	100
Age	Below 30	95	38
	31 – 40	82	33
	41 – 50	52	21
	Above 51	21	8
	Total	250	100
Education	UG	104	42
	PG	28	11
	Professional	90	36
	Others	28	11
	Total	250	100
Occupation	Student	132	53
	Business man	52	21
	Employee	58	23
	Others	8	03
	Total	250	100
Monthly income	Below Rs.10000	40	16
	Rs.10001- 20000	140	56
	Rs.20001- 30000	48	19
	Above 30001	22	9
	Total	250	100

Source: Primary Data

Table No. 2 Information about Reliance 4G Service

Variables	No. of Respondents	Percentage
Friends & relatives	87	35
Advertisement	147	59
Others	16	6
Total	250	100

Source: Primary Data

The Table.2 shows the respondents are well aware of the Reliance 4G Services only with the help of Advertisements 59 percent and the next source of information is gathered with the help of friends and relatives 35percent and some other source of information is by 6 percent.

Table No. 3 Awareness Level

Variables	No. of Respondents	Percentage
Fully aware	66	25
Aware	96	38
Little bit aware	56	22
Not aware	32	25
Total	250	100

Source: Primary Data

The Table.3 shows the respondents are aware 38 percent of the services and schemes offered by the Reliance 4G services.

Table No. 4 Factors influence Respondents to Choose Jio 4G

Variables	No. of Respondents	Percentage
Connectivity	31	13
Schemes	20	08
Advertisements	19	07
SIM cards are free	106	43
4G Services	59	23
Good will	15	06
Total	250	100

Source: Primary Data

The details regarding the primary factor influences the customers over the Reliance Jio 4G is SIM card are free 43 percent and next will be the 4G Service 23 percent and the next important factor is the connectivity 13percent and all other factors are also influence the respondents to choose Reliance Jio 4G service.

Table No. 5

Problems in Reliance Jio 4G service

Variables	No. of Respondents	Percentage
Network and Tower problems	78	30
Voice call failure	72	29
Tariffs Plan	30	12
Buggy Jio apps	34	14
Other problems	36	15
Total	250	100

Source: Primary Data

CHI-SQUARE TEST

The above Table shows that the Network and tower problem is the problem faced by the Reliance 4G service user and it was mentioned by 78 respondents and the main problem is the voice call failure problem and it was mentioned by 72 respondents.

Testing of hypothesis:

“There is no significance relationship between age and awareness level”.

Degree of freedom, $V = (r - 1) (c - 1) = (4 - 1) (4 - 1) = 9$ (1) 9 degrees of freedom 5% level of significance is 16.919. The calculated value (3.4953) is less than the table value so the null hypothesis (H0) is accepted.

Table No. 6 Observed Frequency

Particulars (Age and awareness level)	Fully	Aware	Little bit	Not	Total	X2
Below-30	27	36	21	11	95	3.4953
31-40	22	31	19	10	82	
41-50	12	20	12	8	52	
Above 51	5	9	4	3	21	
Total	66	96	56	32	250	

Findings

- Most of the respondents are male
- Majority of the respondents age group are below 30 years (38 percent).
- 36 percent of the respondents are graduates.
- 58 percent of respondents are Students.
- Majority of the respondents (56 percent) are having monthly income of Rs.10001 - 20000.
- 26 percent of the respondents are fully aware of Reliance Jio
- Most of the respondents choose Reliance Jio 4G because the SIM is free.
- Most of the respondents feel network coverage 30 percent is the main problem in Reliance 4G Jio service.

Suggestions

In today’s era, the Reliance Jio must focus on remote areas to get the people attention and gather the rural people interest. Because most of remote & rural people are not having the knowledge about Reliance Jio. It was found that

most of the customers are satisfied with the current services. Majority of the customer felt that they want to remove the problem of call blocking, call drop, download and upload speed of the network has reduced drastically in many places. The Reliance Jio sim users are expecting high speed.

So, increasing network speed to great extent it would be better. Customer care is an important area and produce direct impact on customer satisfaction. In the highly competitive set-up, progressing out of special discount offer or a special value-added pack could help to win back the subscriber. The company should develop the market penetration & shares in every market and must give the high competition to others company.

Conclusion

From above study it can be concluded that customers are now a day's more knowledgeable. They are using the Reliance 4G Jio service which is more convenient to their requirement. It can also be concluded that 100 percent of Reliance Jio users preferred to remain with Reliance Jio and fully satisfied and also good number of customers who are willing to switch from their respective subscribers showed interest in Reliance Jio. Reliance Jio is capturing the wide area of Indian markets increasingly day by day. Hence; these statistics imply a bright future for the company. It can be said that in near future, the company will be booming in the telecom industry.

Scope for Further Research

This paper has examined the usage of Reliance Jio Company and the company have to set up some service stations to rectify the problems which was found during the research, this will further improve the good will of the come to further extend and the customer satisfaction is also will

increase to a higher end. A new revolution of 5G technology is about to begin because 5G technology going to give tough competition to normal computer and laptops whose marketplace value will be affected. There are lots of improvements from 1G, 2G, 3G and 4G to 5G in the world of telecommunications. The new coming 5G technology is available in the market in affordable rates, high peak future and reliability than its preceding technologies.

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