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A Research on Customer Fulfilment to Reliance Jio Sim by Special Reference to Madurai District

N. Hariharan, M. Ponsathya

Bcom Cs, Second Year, Parvathy's Arts And Science College, Wisdomcity, Dindigul- 624 001. Tamil Nadu, India.

Assistant Professor, Department Of Commerce, Parvathy's Arts And Science College, Wisdomcity, Dindigul-624 001, Tamilnadu, India

ABSTRACT

In the period of data blast, individuals are to be given snappy and ideal admittance to data. Indian Telecom Industry, specialist co-ops are the primary drivers; while hardware producers are seeing development. Consequently, scientists made an endeavor to know attention to the client on dependence jio sim, to discover the consumer loyalty's and to factors affecting to purchase the jio sim. In the wake of gathering the information from the respondents it was dissected utilizing chi-square tests. Likert's five-point scale was utilized for creating poll and for deciding consumer loyalty. The example size of the current examination is 100 and the region of the investigation is Madurai district.

Keywords: Sim, Communication, Innovation, Madurai, Reliance, Jio, Respondance

1. Introduction

Telecom is one of the quickest developing ventures in India and as the second biggest market on the planet. In present situation, the media transmission is soul for each business action. The Reliance Jio is one pioneer and the biggest portion in the telecom business. Client insight is the fundamental essential objective of each business association. As the fast changing business situation for the whole exchange exercises starts and finishes with the client. This investigation intends to center that to distinguish the discernment level of the clients of Reliance Jio. Along these lines, it is fundamental for the assistance gives to comprehend the impact of different segment factors that impact the discernment and fulfillment level to win the hearts of the clients.

2. Objectives

- ✓ To think about the mindfulness level of the client towards Reliance Jio Sim
 - ✓ To feature the jio consumer loyalty
 - ✓ To discover the elements affecting the client to purchase Jio Sim
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3. Research Methodology

Sampling

For the reason for the investigation the scientists utilized defined arbitrary examining procedure. The specialist actually reached 100 respondents in and around Madurai district.

Devices utilized for the examination: Present investigation depends on essential and auxiliary information. Optional information was gathered from books, diaries, magazines and web. Essential information was gathered by the scientists through an organized survey technique. Likert's 5-point scale was utilized for not many inquiries. Straightforward measurable instruments were utilized for deciphering information and were introduced by utilizing tables and graphs. Chi-square was utilized for testing the theory.

HYPOTHESIS

H0: There is no critical connection among age and mindfulness level

H1: There is a critical connection among age and mindfulness level

SIGNIFICANCE OF THE STUDY

Telecom is one of the quickest developing enterprises in India and as the second biggest market on the planet. In present situation, the media transmission is soul for each business. To recognize the client's perspectives with respect to quality, amount, free help and cost. In media transmission area more extensive degree accessible on the planet. This examination will incorporate information assortment and strategy through perception as an instrument to recognize the particular issues with in the business and attempting to discover the ensuing solutions for this.

4. Literature Review

B. Adhinarayanan and K. Balanagagurunathan (2014) In their article named, "An investigation on consumer loyalty towards dependence jio" have shown that Indian telecom area, similar to some other modern area in the nation, has gone through numerous periods of development and expansion. Beginning from transmitted and telephonic frameworks in the nineteenth century, the field of telephonic correspondence has now extended to utilize trend setting innovations like GSM, CDMA and WLL to the incomparable 3G Technologies in cell phones.

Paulaset (2016) The investigation of giving consumer loyalty is the most critical advance of the organization with the web access progressing like wide organization inclusion and innovation progressed stuff needed by nearly everyone in the present climate. Dependence jio is working as per Indian market; it gives best quality administrations at considerably less cost.

Singh, (2018) the client don't lean toward dependence network(Rodrigues,2015). Subsequently, it will be a hard errand to get a decent client base for the 4G organization. Dependence jio Infocomm Limited reported the dispatch of its computerized administration with jio in Mumbai on first September 2016 with jio Welcome offer. The authorization of TRAI has empower clients the admittance to limitless LTE information and public voice, video, informing, administrations, Jio applications and substance, liberated from cost up to 31 December 2016.

Jayaraman et. (2019) Reliance jio has gone into market of telecom specialist organizations with gifts and more information to the client. In the information world, jio the introduction to the quick advancing business sector has rolled out an enormous improvement in the opposition, cost and information accessibility. Jio is generally utilized by the techno-keen clients.

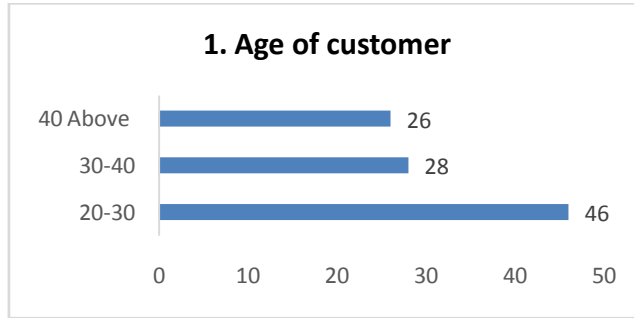
5. Finding of The Study

The examination interprets that the individual qualities of the respondent clients i.e., age of the client, sex, occupation and so forth The age bunch has a place with 20 to 50 or more. The female client is more than the male client. The goal was to feature the fundamental factor that is the mindfulness level of client towards Reliance jio SIM, distinguish the consumer loyalty and furthermore factor impacting the client and so on It is additionally seen that the a portion of the elements causing disappointment in regards to arrange administration, and administration outlets gave by jio.

Table – 1 AGE OF CUSTOMER

S.No	Age	No. of respondents
1	20-30	46
2	30-40	28
3	40 Above	26
4	Total	100

Source: Primary Data

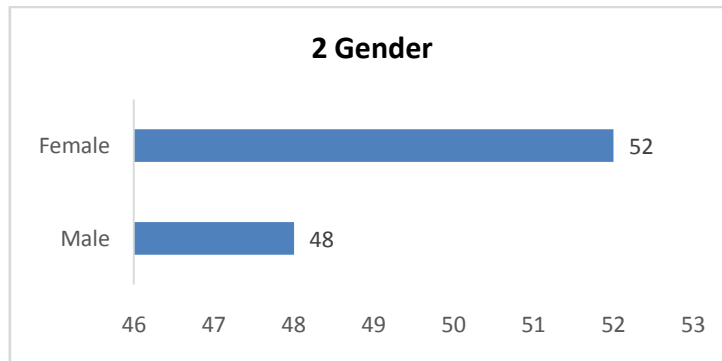


The table 1 Age of the customer it is highest age of 20-30 it is customer satisfaction in age very low age is 40 above level is 30-40. It is finally high level is 30-40.

Table – 2 GENDER OF RESPONSENTS

S. No	Gender	No. of respondents in percentage
1	Male	48%
2	Female	52%
3	Total	100%

Source: Primary Data

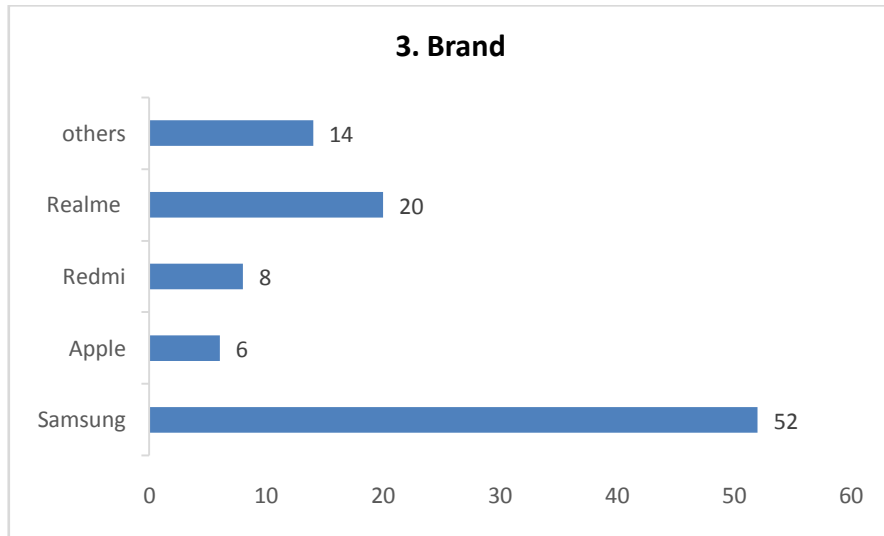


This table 2 it is gender respondents; more than female is customer satisfaction of reliance jio sim it is female is highest 52. Malegender is 48 percentages it is lower level.

Table – 3 BRAND OF HANDSET USED

S. No	Brand	No. of customers
1	Samsung	52
2	Apple	6
3	Redmi	8
4	Realme	20
5	Other	14
6	Total	100

Source: Primary Data

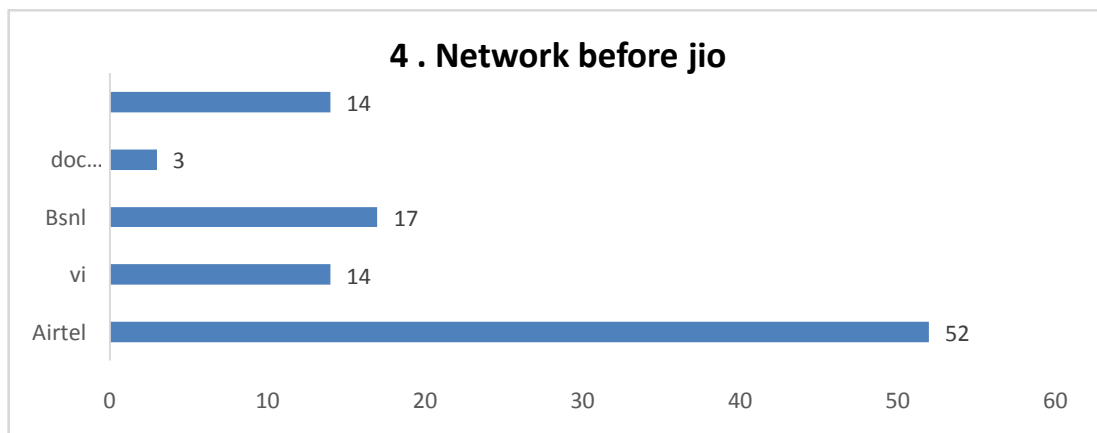


The table 3 is brand of mobile users it is best of Samsung mobile is first place 52 presentage in Madurai district , Secondly Realme mobile 20 presentage it is a brans users in more than Samsung and Realme , redmi and other low presentages.

Table – 4 NETWORK USED BEFORE JIO

S. N o	Network used	No. of respondents in Percentage
1	Airtel	52%
2	Vi	14%
3	BSNL	17%
4	Docomo	3%
5	Others	14%
6	Total	100%

Source: Primary Data

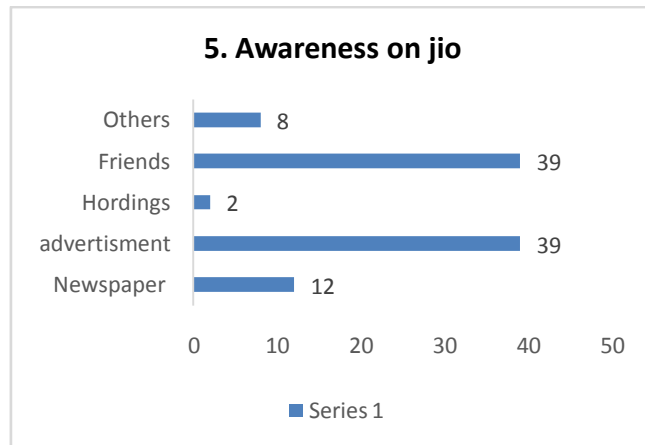


Then table is network usres before jio it is more then users in Madurai district airtel is 52 presentage using peoples and vi sim it is newly launched it second place of Madurai district, Thean docomo, Bsnl it o is low levels.

Table – 5 AWARENESS ON JIO

S. No	Sources	No .of respondents
1	Newspaper	12
2	Advertisement	39
3	Hoardings	2
4	Friends	39
5	Others	8
6	Total	100

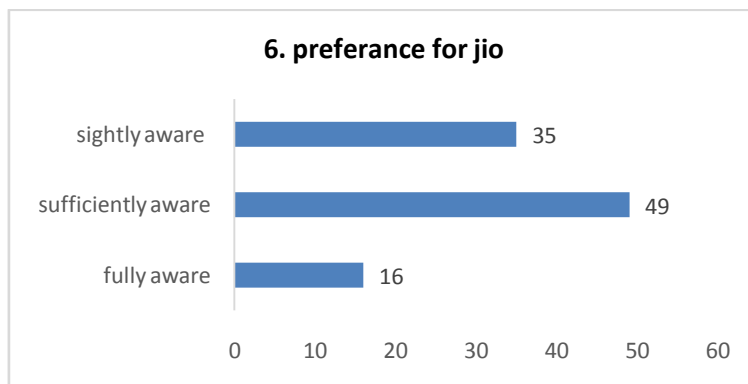
Source: Primary Data



The table 5 is awareness on jio it is equal for 39 friends and advertisement the customers like in awareness on jio it is high level of friend and advertisement, Then newspaper and others lower levels.

Table – 6 PREFERENCE FOR JIO SCHEME

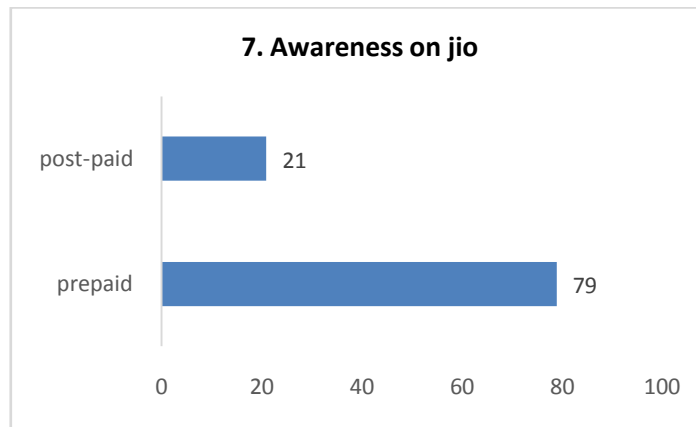
S. N o	Awareness level	No. of respondents
1	Fully Aware	16
2	Sufficiently aware	49
3	Slightly aware	35
4	Total	100



Then table 6 it is preference for jio it is sufficiently aware is 49 percentage, slightly aware is 35 and fully aware is 16 high level is slightly aware, low is fully aware.

Table – 7 AWARENESS ON JIO SERVICES

S. No	Particular	No .of respondents in percentage
1	Prepaid	79%
2	Post-paid	21%
3	Total	100%



Then table 7 is awareness of jio it id two types postpaid and prepaid more than customers using prepaid methods 79 percentage, Another method post - paid method is 21 percentage only.

TESTING OF HYPOTHESIS

- ✓ **H₀**: There is no important association between age and awareness level
- ✓ **H₁**: There is a important association between age and awareness level

Table – 8 REALTIONSHIP BETWEEN AGE AND AWARENESS LEVEL

Age/Awareness level	Fully Aware	Sufficiently Aware	Slightly Aware	Total
20-30	8	25	13	46
30-40	5	13	10	28
40& above	3	11	12	26
Total	16	49	35	100

Source: Primary data

CHI-SQUARE ANALYSIS

Chi-square value	Table value	Significance
2.74	9.49	No significant

Source: Field survey data

Chi-square analysis shows that the elective theory, 'There is a huge connection among age and mindfulness level' is dismissed. Thus the elective theory is dismissed and invalid speculation is acknowledged. Accordingly, we reason that there is no critical connection among age and mindfulness level.

Table –9 RESPONDENT’S SATISFACTION LEVEL ON JIO SERVICES

S. NO	Satisfaction level	No .of respondents
1	Highly satisfied	10
2	Satisfied	35
3	Average	31
4	Not so satisfied	21
5	Unsatisfied	3
6	Total	100

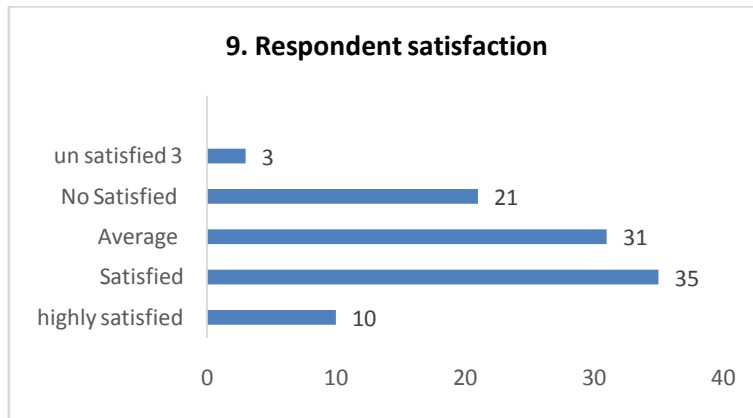
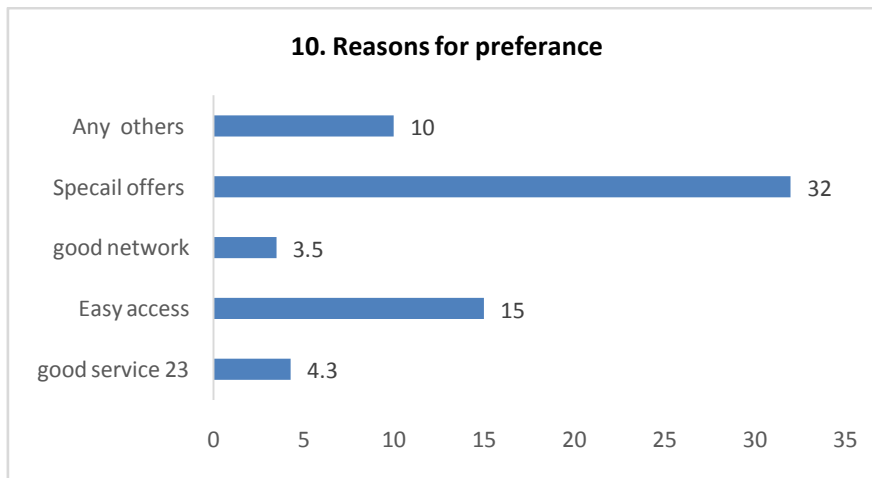


Table 9 it is respondent of customer satisfaction it is satisfied is 35 presentage high level average 31 it is lower level un satisfied is 3 presentage.

Table – 10 REASONS FOR PREFERENCE

S. NO	Preference	No .of respondents
1	Good service	23
2	Easy access	15
3	Good network	20
4	Specail offers	32
5	Any others	10
6	Total	100



Then table 10 is reasons for preference more than jio sim for special offer and good service liked for reason for preference in Madurai district persons any other is 10 presentage.

6. Conclusion

In the present serious business, clients are considered as the foundation of the organization. Dealing with the client like companions is the most ideal approach to draw in them and make at that point consistently return. The degree of fulfillment can likewise fluctuate contingent upon different choices and client. Consumer loyalty will help business construct more grounded relationship.

From the general investigation of recognizing the fulfillment level of client care it very well might be reasoned that the Reliance Jio clients are happy with the assistance of which organization giving. Be that as it may, a similar time administration station climate must be improved. Better client support will assist the association with being more effective, to quality help, evade issues, keeping up the development and clients draw in new plans, etc. Consequently, there is no huge connection among age and mindfulness level.

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