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A STUDY ON CUSTOMER PERECEPTION AND SATISFACTION TOWARDS JIO NETWORK

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ABSTARCT

The importance of this study is to examine the customer level of satisfaction towards reliance jio network in coimbatore city. It also tried to find out the factors which influence the user and the customer expectation towards reliance jio network. the data has been collected by survey through questionnaire with 120 respondents tools used in this project were simple percentage analysis. on the basis of the study, it is found that customer are satisfied with network coverage and it connectivity. The only thing that customer expects is its offers and schemes. Most of the customer suggestion is to the speed of the network and also to reconstruct its tariff plans to maintain its competitive level. Thus, the study concluded that customer are satisfied with the reliance jio network.

Key words; customer satisfaction and expection,connectivity.

INTRODUCTION OF STUDY

CUSTOMER SATISFATION

Customer satisfaction (often abbreviated as CSAT) is a term frequently used in marketing. It is a measure of how products and offerings furnished by means of an enterprise meet or surpass consumer expectation. Customer satisfaction is defined as "the range of customers, or share of complete customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified delight goals. Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass 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."

In this jet age everyone is interested in making money. These days life as become easier and more comfortable than earlier with the advancement in science and technology. An analysis of marketing management has made it clear that customer is the king –pin in the market. The producer should produce goods keeping in mind the requirement of customers and should satisfy the customer, but it is observed that this obligation is neglected by some businessman and they are involved in unfair practices. So, there is a need for customer protection and the need of the customers must be satisfied.

OBJECTIVE OF STUDY

1. To Study the demographic profile of the respondents

2. To identify the factors influencing the respondents Reliance Jio sim

3. To analysis the level of satisfaction of the respondents using reliance jio sim

4. To study the respondents perception to words reliance jio sim

SCOPE OF STUDY

This study makes an effort to ascertain the satisfaction level of customers of reliance Jio services. The various factors that lead to test the satisfaction level of customers are speed, connectivity, customer care, getting new connections, compatibility. by using this factor to measure satisfaction level towards reliance Jio. The scope of the study is that to find out the level of customer satisfaction towards the reliance Jio network an attempt has been made customer's perception regarding quality, efficiency, price and free services.

STATEMENT OF PROBLEM

.Reliance Jio has entered into the market of telecom service providers with freebies and more data to the customers. In the knowledge world, Jio's the foray into the fast-evolving market has made tremendous change in the competition, price and data availability. Jio is widely used by the techno-savvy customers. The customer satisfaction is conditioned by the price, availability and addressing the problems of the customers at once. 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 provides tremendous opportunity for future growth in Tele-communication services hence, this study is undertaken to measure the customer perception and level of satisfaction. ,Reliance Jio improves the network connection and speed in rural areas.

RESEARCH METHODOLOGY

A pretested questionnaire was given by the respondents were recorded and used for project purpose.

RESEARCH DESIGN

A research design is simply the framework or plan for a study. The design may be a specific presentation of the various step in the process of research. For this descriptive design was used. Descriptive research includes survey and fact-finding enquiries of different kinds. In this method the researcher has no control over the variables.

SAMPLE SIZE:

Data was collected from 120 respondents, bailing from coimbatore city. Simple random sampling technique was used.

DATA COLLECTION METHOD

PRIMARY DATA

The primary data are those which are collected fresh and for the first time and thus happen to be original in character.

SECONDARY DATA

The secondary data, on the other hand are those which have already collected by someone else and which have already been passed through the statistical process. The primary data was collected through questionnaire. The structured questionnaire is used.

AREA OF THE STUDY

The survey was conducted in Coimbatore city in rural area with 120 customers.

PERIOD OF THE STUDY

The Duration of this study is 3 months.

TOOLS:

Various are industrial The data collected was analyzed using the tools like.

- Simple Percentage method.
- Chi-square method.

SIMPLE PERCENTAGE ANALYSIS

Here the various factors are analyzed based on the percentage of satisfied. Among the sample size 120, from these samples the percentage of satisfied level is found to give conclusion

CHI-SQUARE

The chi-square analysis is mainly used to test the independence of two factors. In other words, the chi-square analysis performed to test the significance of one factor over the other. In this study the factors are classified under personal. The personal factors age group of the respondents. The personal factor considered is compare with study factors and chi-square test was performed. The entries test carried out with level 5% level of the significance.

Analysis and Interpretation

Demographic profile of the respondents

S.no	Demographic		No of respondents	Percentage
1	Gender	Male	56	47%
		Female	64	53%
2	Age	Below 20	17	14.2%
		21-30	83	68.5%
		31-40	15	12.6%
		Above 40	5	4%
3	Qualification	SSLC	8	6.3%
		HSC	8	6.3%
		U.G	74	62.2%
		P.G	30	25.2%
4	Occupation	Student	71	59.1%
		Professional	25	20.5%
		Business	22	18.1%
		Home maker	2	2.3%
		Married	28	22.8%
5	Marital status	Single	92	77.2%

Interpretation: Table clearly states the demographic profile of the sample respondents. Majority of the responds fall in the age group of 21-30 years and most of them are female. Majority of them under graduate students. Majority of the respondent's occupation is student. Most of the respondents marital status is single.

CHI- SQUARE ANALYSIS

Chi-Square Table 1

H_1-There is no significant relationship between the gender of the respondents are leave of satisfied.

Particular	DF	Chi-square	Table value	remark
Gender reason for mostly using in E-banking services.	2	11.07	11.53	Rejected

Source: primary data

The calculate chi-square value is (11.53) is higher than (11.07) table value hence the hypothesis is rejected. Therefore, there is no significant relationship between the gender of the respondents are leave of satisfied.

Chi-Square Table 2

H_1-There is no significant relationship between the age of the respondents are leave of satisfied.

Particular	DF	Chi-square	Table value	Remark
Age and level of satisfied	4	21.03	23.80	accepted

Source: primary data

The calculate chi-square value is (23.80) is less than (21.03) table value hence the hypothesis is rejected. Therefore, there is no significant relationship between the age of the respondents are level of satisfied.

Result and Discussion

1. Majority (53%) of the respondents are female.
2. Majority (68.5%) of the respondents are between the age group of 21- 30 years.
3. Majority (62.2%) of the respondents are under graduates.
4. Majority (59.1%) of the respondents are students.
5. Majority (48%) of the respondent's monthly income is Rs.10001 to Rs.20000.
6. Majority (77.2%) of the respondents are married.
7. Majority (49.6%) of the respondents previously used 'Airtel'.
8. Majority (26%) of the respondents purchased Jio due to its connectivity.
9. Majority (48.8%) of the respondents got the information from their friends.
10. Majority (55.9%) of the respondents use post paid plans.
11. Majority (46.5%) of the respondents are rating of various plans.
12. Majority (54.3%) of the respondent are not satisfied towards present recharging option.
13. Majority (54.1%) of the respondents are 'highly satisfied with the connectivity'.
14. Majority (55.1%) of the respondents face certain problem.
15. Majority (48%) of the respondents face problems while contacting 'customer care',
16. Majority (73.2%) of the respondents are branch office.
17. Majority (56.7%) of the respondents are 'recommend jio to others '.
18. Majority (46.5%) of the respondents are 'overall performance average'.

SUGGESTIONS:

Most of the respondents are suggesting to improve the network coverage of jio services and decrease the very high price value. It assists reliance jio to capture the greatest market share in current trend. And it can be survived in the market with its competitors for long period and also create a good image in minds of customers. Now a days the company increase their recharge plan so it will affect the all the jio user so the most of the respondent's suggestion is decrease the recharge plan. improvement in the customer services will enrich CRM practices and retain existing customer and to create new customer.

CONCLUSION:

From this study, it is conclude that most of the customer are satisfied with the reliance jio network service. Jio network is at satisfactory level to the respondent. the reliance jio can acquire a more number of customer by improving its scheme and plans. more number of customer felt that connectivity as factor that makes reliance jio different other network . .

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