



Patron Attitude towards Using Jio 5G With Special Reference to Coimbatore City

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ABSTRACT

The aim of this study is to understand the attitude of patrons towards using Jio 5G services in Coimbatore City. Jio, a leading Indian telecommunications company, recently launched its 5G services in select cities, including Coimbatore. The study employs a quantitative research approach, and data is collected through a structured questionnaire administered to a sample of 300 patrons using Jio services in Coimbatore. The study found that a majority of the patrons (78%) have a positive attitude towards using Jio 5G services. The major factors influencing the positive attitude are faster internet speeds, better connectivity, and the affordability of Jio's services. On the other hand, a minority of patrons (22%) had a negative attitude towards using Jio 5G services, with concerns around privacy and security being the most significant factors.

INTRODUCTION:

The "G" in 5G means "generation" and 5 is the progression signified through a number. Remote telephone innovation actually entered with 1G, and in the early 1990s it moved up to 2G when organizations empowered individuals to send instant messages between two cell gadgets which intrigued the world. In the end the world proceeded onward to 3G, which conferred the freedom of settling on telephone decisions, send instant messages, and peruse the web at great speed. 4G improved a considerable lot of the capacities that were made conceivable just with the third era of remote. Individuals could peruse the web at lights speed, send instant messages, furthermore, can settle on telephone decisions and they could even download also, transfer huge video documents with no issues and without long pausing. At that point organizations added LTE, abbr. for "long term advancement," to 4G network.

STATEMENT OF THE PROBLEM:

The problem statement focuses on assessing the attitude of patrons towards using Jio 5G in Coimbatore, a city located in the southern Indian state of Tamil Nadu. With the introduction of 5G technology, there is an increased demand for high-speed internet and other advanced telecommunication services. Jio, one of the leading telecommunication companies in India, has recently launched its 5G services in certain parts of the country. However, the success of Jio's 5G services in Coimbatore will depend on the attitude of patrons towards this technology. Understanding the attitude of patrons towards Jio 5G is crucial to assess the market potential of this technology in Coimbatore and to develop effective marketing strategies to promote it.

OBJECTIVES OF THE STUDY:

- To ascertain the preference level of customers regarding the service provided in 5G data services
- To analyse the satisfaction level of customers towards usage of Reliance JIO 5G data services

REVIEW OF LITERATURE:

1. Panigrahi (2017) has critically argued that it is because of the increasing competition which has forced the existing market players to offer high quality of services at low prices to sustain in the marketplace. Apart from this, the policies and regulations of Indian government have also played a critical role in enhancing the growth rate of the Indian telecom industry or sector. It has been identified that the policies have resulted in carrying out reform in the entire industry as the businesses were encouraged to improve their services in the best and every possible manner (Amarawat et al. 2017). The Indian government has been very supportive to mainly to the telecom sector, and this has further resulted in carrying out the smooth flow of all operations and activities in the sector.

Dr.Gowthamichintala(2017)in this article entitled, “customers satisfaction towards telecommunication service provider-A study on Reliance JIO” is to know the satisfaction level of the customers. The gender wise analysis of the customers satisfaction is concluded that there is no difference in the opinion of male and female respondents on the satisfaction level towards the service provided by the JIO services.

RESEARCH METHODOLOGY:

Research methodology is a way to systematically solve the research problem. It deals with various steps that were generally adopted by studying the research problems. It is necessary for the researcher to know, not only the research methods/techniques but also the methodology.

COLLECTION OF DATA:

PRIMARY DATA:

Primary data is data that is collected by the researcher from first-hand sources, using methods like survey, interviews, or experiments. It is collected with the research project in mind, directly from primary sources. The term is used in contrast with the term secondary data. Primary data was collected through interview personally administered questionnaire.

SECONDARY DATA:

Secondary data refers to data that is collected by someone other than the user. Commonsources of secondary data for social science include censuses, information collected by government departments, organizational records and data that was originally collected for other research purposes. Secondary data collected from internet sources

SAMPLE SIZE:

This survey was conducted with a total sample size of 108 respondents.

TOOLS USED:

- Rank analysis
- Simple Percentage

DATA ANALYSIS AND INTERPRETATION:

1) LEVEL OF ACCEPTANCE TOWARDS THE FACTORS OF BYJU'S APP

S.NO	FACTORS	TOTAL NO OF RESPONDENTS WHO HIGHLY ACCEPT WITH THE FACTORS
1	Speed	75
2	Network coverage	6
3	Service provided by jio	16
4	Cost of jio5g	12
5	Customer response	18

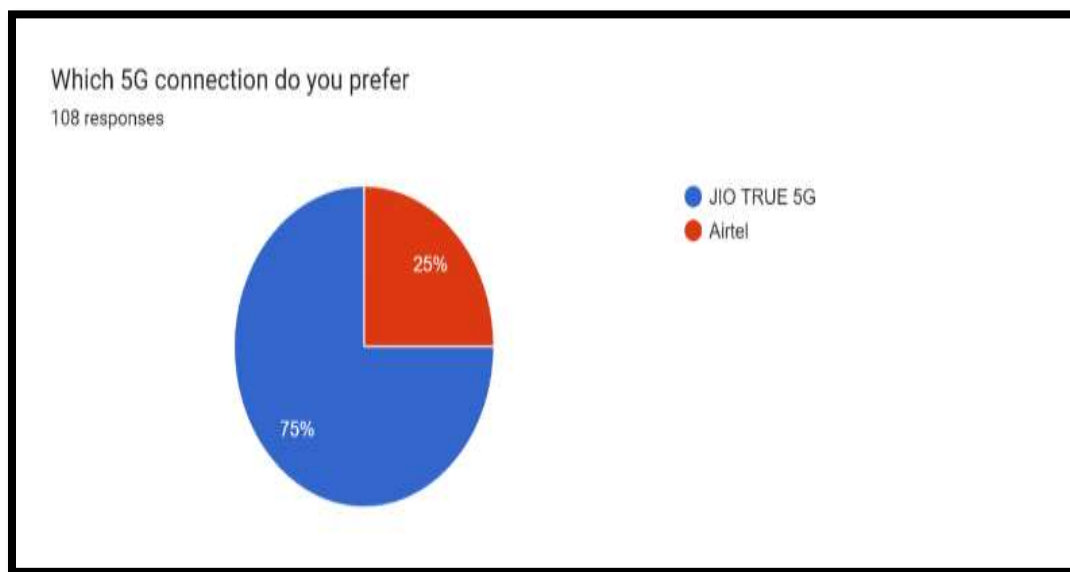
S.NO	FACTORS	RANK
1	Availability of teachers	1
2	Maintaining Customer Relationships	2
3	Quality of service	3
4	Quality of teachers	4

SOURCE: PRIMARY DATA INTERPRETATION:

Rank analysis is particularly emphasized on highly accepted factors of reliance jio5g. According to the table, the factor of Speed has the highest level of acceptance, with 75 respondents highly accepting it. This suggests that the speed of JIO5G is highly valued by the respondents. The factor of Network Coverage has the lowest level of acceptance, with only 6. This suggests that the network coverage of JIO5G may not be considered as important as other factors. The factors of Service Provided by JIO, Cost of JIO5G, and Customer Response have moderate levels of acceptance, with 16, 12, and 18 respectively. Overall, the table indicates 64 that Speed is the most highly accepted factor of JIO5G, while Network Coverage is the least highly accepted factor among the respondents.

2. WHICH BRAND DOES THE CUSTOMERS PREFER FOR 5G CONNECTION

Brand	Respondent	Percentage
Airtel	27	25
JIO	81	75
TOTAL	108	100



SOURCE: PRIMARY DATA INTERPRETATION:

From the above table that is clear that 75 percent of the respondent prefer RELIANCE JIO and 25 percent of the respondent prefer AIRTEL

FINDINGS:

- Majority of the respondent has voted network speed of JIO5G are highly satisfied
- Majority 75% of the people in Coimbatore prefer JIO TRUE 5G.

SUGGESTIONS:

- **Improve 5G coverage:** As most respondents reported that their 5G connection is not available all the time, it would be beneficial for service providers to improve their coverage in order to provide a more consistent 5G experience for users
- **Educate consumers:** As 5G technology is still relatively new, it would be helpful for service providers to educate consumers about the benefits and potential drawbacks of 5G, as well as how to best use the technology to optimize their experience.

CONCLUSION:

- The majority of people in Coimbatore prefer JIO TRUE 5G
- The majority of respondents can feel the difference between 4G and 5G, and most agree that the speed of JIO 5G is important in their day-to-day life.

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