

A Study on Consumer Satisfaction Towards Jio With Special Reference to Thanjavur District

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I. INTRODUCTION

MARKET

The term market is derived from Latin Word ‘Mercatus’, which means ‘to trade’ that is purchasing and selling of goods. It also means merchandise truthic place of business.

MARKETING

Marketing includes all the impacts involved in the exchange process of transferring the possession and ownership of goods or services from the producer to the ultimate consumer’s.

MARKETING FORMULA

- The foremost step is business aims at profit.
- For profit making he can sell the products.
- For selling the product he should create CONSUMERS.
- For creating the CONSUMER’s, CONSUMER’s needs of preferences to be identified and satisfied.
- To satisfy the CONSUMER’s new product to be produced.

II. CONSUMER

A consumer is an individual who purchase or has the capacity to purchase goods and services offered for sale by marketing institutions in order to satisfy Personal or household needs, wants or desires.

According to a statement made by Mahatma Gandhi, ‘consumer refers to the following, “A consumer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an outsider to our business. He is part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us an opportunity to do so”.

Consumer preference may be defined as the decision process and physical activity individuals engage in when evaluating, acquiring, using or disposing of goods or services.

The CONSUMER preferences research goes far beyond the facts of CONSUMER Behaviour and encompasses all of the behaviours that CONSUMER display in searching for purchasing, using, evaluating and disposing of products and services that they expect would satisfy their need.

CONSUMER Satisfaction relate to Quality

CONSUMER satisfaction and quality are inextricably related. To the CONSUMER, quality is all about meeting or exceeding their expectations. The National Quality Institute web site defined quality as follows: Quality is in the eye of the beholder. Yet, we all recognize it when we see it Quality is when you are so satisfied with a product or service that you go out of your way to recommend it to other people” There is a tendency to think of quality as being upscale, first class and expensive. In fact, quality can be achieved at all price levels – if the needs and desires of the CONSUMERS are met, and exceeded.

CONSUMER Satisfaction

CONSUMER satisfaction means meeting and exceeding the expectations your CONSUMERS have about the experience they are going to receive when visiting your business. And the level of satisfaction achieved depends on the extent to which expectations are fulfilled. Your CONSUMERS’ expectations come from a variety of sources, and can vary dramatically from one CONSUMER to the next. CONSUMERS’ expectations are created by:

Madden and Coble-Neal (2003) used a global telecommunications panel comprising 56 countries and annual data for the period 1995-2000 to estimate a dynamic demand model. Their study examined the substitution effect between fixed and mobile telephony while controlling for the consumption externality associated with telephone networks. The authors modeled optimizing economic agent behavior

directly in order to derive mobile demand equations for estimation, and found that, for enhancing network mobile subscription, mobile network size has the greatest long-run impact, followed by the reduction of mobile service prices. Moreover, Madden and Coble-Neal also discovered a substantial substitution effect, specifically that price increases for fixed main lines induce growth of mobile subscriptions. Among the significant factors that affect mobile growth, they concluded that income was the least important.

Hamilton (2003) investigated whether mobile services are substitutes or complements for fixed services. Given the conventional wisdom that mobile and fixed telephony are complementary in developed countries, she established that they appear to be substitutes in developing countries where fixed network access is low or non-existent. Studying a possible reverse causality between mobile and fixed telephony in environments with low levels of economic development, Hamilton suggested that mobile telephony acts as a competitive force that encourages providers of fixed services to improve access to their networks. She concluded that mobile and fixed services are sometimes substitutes, and at other times complements, even where access to fixed networks is relatively low.

Gruber and Verboven (2001), who estimated a diffusion model for mobile services and analyzed, *inter alia*, the effects of government policies on the global evolution of mobile telephony. This study produced useful evidence on the main drivers of growth in mobile services. Specifically, Gruber and Verboven analyzed how entry and standards regulations affect the diffusion of mobile services, after controlling for various other country-specific factors. Their study was based on data for 140 countries (representing about 94 percent of the world's population) in which mobile services were offered during the period 1981-1997 (except for Japan for which data from 1979 were available).

III. RESEARCH METHODOLOGY

INTRODUCTION

This chapter aims to understand the research methodology establishing a framework of evaluation and revaluation of primary and secondary research. The techniques and concepts used during primary research in order to arrive at findings; which are also dealt with and lead to a logical deduction towards the analysis and results.

3.1 STATEMENT OF THE PROBLEM

In our country, the growth of Mobile marketing especially JIO Communications, Plans & services are still in its infancy stage, as compared to the Other Mobile communications, plans & services in advanced countries. It is for the fact that the economy of our country has been in the developing stage. There are various mobile phone service providers' in our country and they are playing an essential role in fulfilling the needs of the CONSUMERS.

Now-a-days, the CONSUMERS are more dynamic. Their taste, needs and preference are in changing state as per current scenario. Hence the development of Jio Plans and services mainly depends on the CONSUMERS' needs and satisfaction. However the following questions may arise regarding CONSUMER satisfaction.

1. Do the JIO Communications satisfy the social responsibility?
2. What are all the expectations by the CONSUMERS regarding dealers' services provided?
3. Whether the services provided by Mobile Plans and services and the dealers are satisfying the CONSUMERS?
4. Are the facilities available adequate to satisfy the CONSUMERS?
5. Are the features of JIO Communication Plans and services fulfilled the CONSUMER needs and wants?

3.2 RESEARCH DESIGN

It is a basic framework, which provides guidelines for the rest of the research process. A research design is purely and simply the framework or plan of a study that guides the collection and analysis of data.

In this study, the researcher attempts to analyze the various dimensions towards Consumer Preference. Hence descriptive cum diagnostic design was adopted.

DESCRIPTIVE CUM DIAGNOSTIC

Descriptive study describes the agreement level of Consumer preference of the respondents.

Diagnostic study attempts to find out the association between selective socio demographics characteristics. (Age, Gender, Monthly income, Marital Status, Family Type, Occupation, Educational Qualification) and level of Consumer preference perceived by the respondents. Hence descriptive cum diagnostic research design was adopted.

3.3 DATA COLLECTION

The task of data collection begins after the research problem has been defined and research design chalked out. While deciding the method of data collection to be used for the study, the researcher should keep in mind two types of data viz. Primary and secondary data.

SOURCES OF DATA

Primary Data

The primary data are those data which are collected a fresh and for the first time. It is the first hand data collected from the Consumer of 'JIO Communication, Thanjavur'. The primary data are collected directly from the Consumer with a designed schedule for the purpose.

3.4 SAMPLE DESIGN

3.4.1 TARGET POPULATION

In this study, people in 'JIO COMMUNICATION, THANJAVUR', constitute the universe of the study.

3.4.2 SAMPLING UNIT

Sampling site consist of geographical area to be covered during the study i.e. JIO Communication-Thanjavur.

3.4.3 SAMPLE SIZE

This refers to the number of items to be selected from the universe to constitute a sample.

The sample size of the study consisted of 100 respondents..

3.4.4 SAMPLING TECHNIQUE

Simple random sampling technique has been used to select the sample.

A **simple random sample** is a group of subjects (a sample) chosen from a larger group (a population). Each subject from the population is chosen randomly and entirely by chance, such that each subject has the same probability of being chosen at any stage during the sampling process. This process and technique is known as **Simple Random Sampling**.

3.5 NEED OF THE STUDY

JIO Communication emerges as a boon quench such a thirst, by providing facilities, which a common man cannot

imagine. Though mobile plans & services have its origin in the recent past, the growth has been excellent.

Day by day many new competitors enter the market with new attractive schemes, provide additional facilities, add new features to existing ones, reduce the charges for incoming and outgoing calls, introduce varieties of Plans and services. This is a healthy competition that benefits the subscribers. Hence in this context, it is important to study the functioning of JIO Communication Plans, features, connectivity, availability, Plan Charges and services.

3.6 RESEARCH OBJECTIVES

The research has been undertaken with the following objectives.

- To study the Brand image and loyalty of JIO Communications.
- To find the association between demographic profile and various dimensions of consumer preference.
- To Study the CONSUMER satisfaction level on Jio JIO Products and Services
- To provide suggestions to improve the sales of Jio plans

3.7 SCOPE OF STUDY

The present study deals with JIO Communication Plans & services towards Responsiveness, Consumer Preference, Charges Brand & Loyalty and Consumer Relationship. The main objective of this study is to analyze the consumers' preference towards JIO Communications' plans & services. The JIO Communication Plans and services and problems faced by JIO Communications in Thanjavur city has been taken for the current research work.

3.8 LIMITATION OF THE STUDY:

- The boredom and wavering concentration that set in among the respondents while answering the long questionnaire: thus in turn led to the difficulty of preventing incomplete questionnaires.
- Results of this study and findings are applicable only for Thanjavur and near by areas. The results may be different of this study in another place.
- Time factor was the major constraint because the researcher could not collect more data in a short period.

- It depend consumer willingness to give good and fair response then we can say concretely the result is good.

3.9 RESEARCH HYPOTHESIS:

1. There is a significant correlation between the respondents Age and Consumer preference in various dimensions.
2. There is a significant difference between Gender of the respondents and Consumer preference in various dimensions.
3. There is a significant difference between Marital Status of the respondents and Consumer preference in various dimensions.
4. There is a significant Association between the Family monthly income of the respondents and Consumer preference in various dimensions.
5. There is a significant variance among the Educational Qualification with regard to Consumer preference in various dimensions.
6. There is a significant variance among the Occupation with regard to Consumer preference in various dimensions.
7. There is a significant variance among reason to choose Jio mobile with regard to Consumer preference in various dimensions.

KARL PEARSON'S CO-EFFICIENT OF CORRELATION BETWEEN THE RESPONDENTS AGE AND CONSUMER PREFERENCE IN VARIOUS DIMENSIONS

S.No	Variable	Correlation value	Statistical Interface
1.	Responsiveness	0.204(+)	p < 0.05 Significant
2.	Consumer Preference of PREPAID –Plans	(-)0.112	p > 0.05 Not Significant
3.	Consumer Preference of POSTPAID –Plans	0.224(+)	p < 0.05 Significant
4.	Charges of the Jio PREPAID Plans	0.040	p > 0.05 Not Significant
5.	Charges of the Jio POSTPAID Plans	0.127	p > 0.05 Not Significant
6.	Brand & Loyalty	0.076	p > 0.05 Not Significant
7.	Consumer Relationship with JIO	(-)0.096	p > 0.05 Not Significant
8.	Overall	(-)0.004	p > 0.05 Not Significant

** Correlation is **significant** at the **0.01** level

* Correlation is **significant** at the **0.05** level

INFERENCE:

- It is inferred from the table that, there is a significant correlation between the respondents Age and Responsiveness in Consumer preference.
- It is inferred from the table that, there is no significant correlation between the respondents Age and Consumer Preference of PREPAID –Plans.
- It is inferred from the table that, there is a significant correlation between the respondents Age and Consumer Preference of POSTPAID –Plans.
- It is inferred from the table that, there is no significant correlation between the respondents Age and Charges of the Jio PREPAID Plans in Consumer preference.

Chi-square test:

A Statistical test used to determine the probability of obtaining the observed results by chance, under a specific hypothesis.

Chi square (X^2) is defined as the sum of the squared differences of the observed and expected frequencies divided by the expected frequency. It is an inferential bio-statistical tool which determines the observed and expected frequencies are taken practically by direct observations from the respondents.

TABLE 4.26

ASSOCIATION BETWEEN THE FAMILY MONTHLY INCOME OF THE RESPONDENTS AND VARIOUS DIMENSION OF CONSUMER PREFERENCE

S.no	Plans and services	Family monthly income				Statistical Inference
		Below Rs.10000 (n:44)	Rs.10000 to Rs.15000 (n:22)	Rs.15001 to Rs.20000 (n:28)	Above Rs.20000 (n:6)	
1.	Responsiveness					$X^2=2.200$ df = 3 p > 0.05 Not Significant
	Low High	12 32	6 16	12 16	2 4	
2.	Consumer Preference of PREPAID – Plan					$X^2=3.603$ df = 3 p > 0.05 Not Significant
	Low High	20 24	9 13	14 14	5 1	
3.	Consumer Preference of POSTPAID – Plans					$X^2=0.133$ df = 3 p > 0.05 Not Significant
	Low High	19 25	10 12	12 16	3 3	

S.no	Plans and services	Family monthly income				Statistical Inference
		Below Rs.10000 (n:44)	Rs.10000 to Rs.15000 (n:22)	Rs.15001 to Rs.20000 (n:28)	Above Rs.20000 (n:6)	
4.	Charges of the Jio PREPAID Plans					$X^2=11.144$ df = 3 p < 0.01 Significant
	Low High	23 21	4 18	18 10	3 3	
5.	Charges of the Jio POSTPAID Plans					$X^2= 4.865$ df = 3 p > 0.05 Not Significant
	Low High	16 28	3 19	10 18	3 3	
6.	Brand & Loyalty					$X^2=0.226$ df = 3 p > 0.05 Not Significant
	Low High	20 24	9 13	12 16	3 3	
7.	Consumer Relationship with Reliance					$X^2=3.589$ df = 3 p > 0.05 Not Significant
	Low High	18 26	12 10	8 20	2 4	
8.	Overall					$X^2=4.800$ df = 3 p > 0.05 Not Significant
	Low High	20 24	8 14	18 10	2 4	

INFERENCE:

- It is inferred from the table that, there is no significant Association between the respondents' Family monthly income and Responsiveness in Consumer preference.
- It is inferred from the table that, there is no significant Association between the respondents' Family monthly income and Consumer Preference of PREPAID –Plans.
- It is inferred from the table that, there is no significant Association between the respondents' Family monthly income and Consumer Preference of POSTPAID –Plans.
- It is inferred from the table that, there is a significant Association between the respondents' Family monthly income and Charges of the Jio PREPAID Plans in Consumer preference.
- It is inferred from the table that, there is no significant Association between the respondents' Family monthly income and Overall in Consumer preference.

t-Test:

t-Test is based on t-distribution and is considered an appropriate test for judging the significance of a small mean or for judging the significance of difference between the means of two samples in case of small sample(s) when population variance is not known (in which case we use variance of the sample as an estimate of the population variance).

8. There is a significant variance among the Reason for Brand and Loyalty of the respondents with regard to Consumer preference in various dimensions.
9. There is a significant difference between Type of plan of the respondents and Consumer preference in various dimensions.
10. There is a significant difference between Mode of payment of the respondents and Consumer preference in various dimensions.

1. FINDINGS BASED ON RESEARCH HYPOTHESES**NULL HYPOTHESIS OF RESEARCH HYPOTHESIS**

There is no significant correlation between the respondents Age and Consumer preference in various dimensions.

STATISTICAL TEST

Karl Pearson's Co-Efficient 'correlation'-test was applied to the above hypothesis.

FINDINGS

It was found that there is a significant correlation between the respondents Age and Consumer preference in various dimensions.

NULL HYPOTHESIS OF RESEARCH HYPOTHESIS

There is no significant difference between Gender of the respondents and Consumer preference in various dimensions.

STATISTICAL TEST

Student‘t’-test was applied to the above hypothesis

FINDINGS

It was found that there is a significant difference between the respondents’ Marital status and Consumer preference in various dimensions.

NULL HYPOTHESIS OF RESEARCH HYPOTHESIS

There is no significant Association between the Family monthly income of the respondents and Consumer preference in various dimensions.

STATISTICAL TEST

‘Chi’-test was applied to the above hypothesis.

NULL HYPOTHESIS OF RESEARCH HYPOTHESIS

There is no significant variance among the Occupation with regard to Consumer preference in various dimensions.

STATISTICAL TEST

‘ANOVA’-test was applied to the above hypothesis.

FINDINGS

It was found that there is a significant variance among the Occupation with regard to Consumer preference in various dimensions.

NULL HYPOTHESIS OF RESEARCH HYPOTHESIS

There is no significant variance among the Reason to Choose Jio mobile with regard to Consumer preference in various dimensions.

STATISTICAL TEST

‘ANOVA’-test was applied to the above hypothesis.

Student ‘t’-test was applied to the above hypothesis.

NULL HYPOTHESIS OF RESEARCH HYPOTHESIS

There is no significant variance among the Respondents’ Reason for Loyalty with regard to Consumer preference in various dimensions.

STATISTICAL TEST‘ANOVA’-test was applied to the above hypoth Type of plan of the respondents and Consumer preference in various dimensions.

2. FINDINGS BASED ON SOCIO-DEMOGRAPHIC CHARACTERISTICS

- 20.0% of the respondents are in the age of below 25 years, 42.0% of the respondents are in the age of 25 to 35 years and 38.0% of the respondents are in the age of above 35 years.
- 52.0% of the respondents are Male and 48.0% of the respondents are Female.
- 68.0% of the respondents are Married and 32.0% of the respondents are Single.
- 44.0% of the respondents have their family monthly income below Rs.10000, 22.0% of the respondents have Rs.10000 to Rs.15000, 28.0% of the respondents have Rs.15001 to Rs.20000 and 6.0% of the respondents have above Rs.20000.
- 5.0% of the respondents are Higher Secondary, 28.0% of the respondents are Under Graduates, 48.0% of the respondents are Post Graduates and 19.0% of the respondents are Others(Ph. D, M. Phil, Diploma).
- 50.0% of the respondents are Private Employees, 12.0% of the respondents are Government Employees, 16.0% of the respondents are doing Business and 22.0% of the respondents are House wives.
- 20.0% of the respondents are Joint family and 80.0% of the respondents are Nuclear.
- 92.0% of the respondents Prefer to purchase Jio mobile and 8.0% of the respondents don’t prefer.
- 47.0% of the respondents prefer to purchase Jio mobile based on the price, 38.0% of the respondents prefer to

purchase based on the features and 15.0% of the respondents prefer based on the Battery back-up.

- 49.0% of the respondents prefer to purchase Jio mobile by Cash and 51.0% of the respondents prefer to purchase through credit card.
- 82.0% of the respondents are satisfied with the services of Jio mobile shop and 18.0% of the respondents are not satisfied.
- 54.0% of the respondents came to know about JIO Communications through their friends, 28.0% of the respondents came to know through Advertisements and 18.0% of the respondents are recommended by relatives.
- The Advertisement reaches effectively to 39.0% of the respondents through Television, to 36.0% of the respondents through Radio, to 20.0% of the respondents through Newspaper and to remaining 5.0% of the respondents through banners.
- 64.0% of the respondents preferred PREPAID plan and 36.0% of respondents preferred POSTPAID plan.
- 50.0% of the respondents are being CONSUMER to JIO Communication Below 2 yrs, 30.0% of the respondents are being CONSUMER from 2 to 5 years and 20.0% of the respondents are being CONSUMER above 5 years.
- 32.0% of the respondents are loyal due to the Price, 66.0% of the respondents are loyal due to Quality and 2.0% of the respondents are loyal due to the Service.

3. FINDINGS BASED ON DIMENSION OF CONSUMER PREFERENCE

- 32.0% of the respondents have low level and 68.0 % of the respondents have high level in Responsiveness of Consumer preference respectively.
- 32.0% of the respondents have low level and 68.0 % of the respondents have high level in Consumer preference of PREPAID-Plans.
- 44.0% of the respondents have low level and 56.0 % of the respondents have high level in Consumer preference of POSTPAID-plans.
- 48.0% of the respondents have low level and 52.0 % of the respondents have high level in Charges of the Jio PREPAID Plans.
- 32.0% of the respondents have low level and 68.0 % of the respondents have high level in Charges of the Jio POSTPAID Plans.

5.2 Suggestions

On the basis of extensive study and research, here are some suggestions which may help the company to improve

marketing their products, Plans and services in order to increase their profitability and share.

- The JIO Communication has to do still better services regarding CONSUMER care and after sales services.
- In the PREPAID Plan one or two plans (Simple 99 and Jaadu 199) only are preferred by the CONSUMERS. So they have to pay more attention, to attract the CONSUMERS, on the other plans like simple PPS199 Jaadu 249R etc., to improve their marketing.
- POSTPAID plans are not preferred by the most of CONSUMERS when compared with PREPAID plan, since the POSTPAID plans are not reached to the public widely. The company has to do proper planning to make the POSTPAID plan to reach the public broadly by way of wide & attractive advertisements as well as offering gifts/discounts.
- In POSTPAID Plan only one plan is preferred (simple 99) by few CONSUMERS. In this regard, the Thanjavur branch has to concentrate in other POSTPAID plans to increase the sales by way of giving offers. Give more advertisements to attract and reach the public. Make wide publicity regarding the POSTPAID plans benefits.

1. PROMOTIONAL ACTIVITIES

The company expands the budget allocation for promotional campaign in Thanjavur Branch.

There may be some useful tools which can be summarized as follows:-

- (1) **Advertising** – advertising should have a clear objective and message, which has not been found in recent ads. Jio is a faster growing provider service. Every offers and schemes they should show with proper message for benefit to the CONSUMER. In busy life, CONSUMER do not remember any offers and which service we can provide for the CONSUMER therefore they should by force showing advertisement in growing market and among CONSUMER. CONSUMERS want continuously exposure in Cable and Local newspapers.
- (2) **Persuasive Advertising** :- Now there is a need of persuasive advertising for Jio service which can be moved into the category of “comparative advertising”. It will help the company to establish the superiority of its brand service through specific comparison of one or more attributes and features.

2. SALES PROMOTION

Cash discount
Appointment of sale promoter
Financial schemes

5.3 CONCLUSION

This project has helped in understanding the consumer preference towards Jio mobile plans and services at Thanjavur. The study brought to the notice that Jio being no 1 brand, so that the CONSUMER preferred their mobile and plans, but still had certain area where improvement or changes would be beneficial for the company. The Study conducted in Thanjavur branch. The PREPAID plans are preferred by most of the CONSUMERS. So more concentration is required to improve the other plans in PREPAID To catch CONSUMER minds.

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