

A Comparative Study on Customer Satisfaction Towards Jio and other Networks with Reference To Mannargudi

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I. INTRODUCTION

The history of telecommunications in human society is more than 130 years, in recent times telecommunications have developed from basic needs to 4G and 5G services, whose development India has become the largest telecommunications sector in the world

One has experienced an impeccable development in the last decade, it is one of the key areas in terms of economic development and job creation.

Customer satisfaction is the degree of satisfaction provided by the goods or services of a company according to the number of repeat customers.

The customer satisfaction survey is a process to discover if the clients of a company are satisfied or not with the client. Products or services received from the company.

It can be done face-to-face, by phone, by email or online, or on handwritten forms. The answers of the clients to the questions are used to analyze if it is necessary to make changes in the commercial operations to increase the general satisfaction of the clients.

It is defined as "the number of clients, or the percentage of total clients, whose reported experience with a company, its products or its services exceeds the specified satisfaction objectives."

II. RESEARCH METHODOLOGY

It is a systematic & scientific process of conducting research. It gives the researcher a framework within which the research has to be carried out.

RESEARCH DESIGN:

A Research design is purely and simply the framework or plan for a study that guides the collection and analysis of data. In fact, the research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data.

- Type of Research
- Title of research
- Area of research
- Period of research
- Sampling techniques
- Data collection methods
- Tools used for analysis
- Problem Statement
- Limitations on the study

Type of research:

The research is descriptive in nature. It includes surveys and fact finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present.

Title of the research:

A Comparative Study On Customer Satisfaction Towards Jio And other Network With Reference To Mannargudi.

Area of research:

The study is conducted in Mannargudi

Period of research:

The study is conducted from Dec 2019 to Feb 2020. The total Duration of the study is 3 months .

Sampling techniques:

Sample size for the study was selected on the basis of simple random sampling method, 102 customers are randomly selected as sample from different places of mannargudi.

Data collection methods:

Data are collected from both primary & secondary sources. Primary data are collected through structured questionnaire and secondary data are collected from official website of the company, journals, articles, textbooks, etc..

Questionnaire Design:

Questionnaire contains Demographic and socio economic profile of the respondents, various attributes & factors related to product awareness is used in the Questionnaire, some open ended, close ended & rating questions were used to know awareness level of consumers.

Tools used for analysis:

The following statistical tools are used for data analysis.

- Simple Percentage Analysis
- Chi Square
- ANOVA
- Correlation

C. Chi Square

Hypothesis:

Null hypothesis:

There is a relationship between areas affected when jio is entered and competition.

Calculated value of $\chi^2 = 62.631$

Degree of freedom = $(R - 1) \times (C - 1) = 16$

The table value of χ^2 for 4 degree of freedom at 5 per cent level of significance is 26.30

Conclusion:

Calculated value of chi square is more than the table value, so the null hypothesis is rejected. Hence it is concluded that there is no significant relationship between areas affected when jio is entered and competition.

D. ANOVA

Hypothesis:

Null hypothesis:

There is a relationship between age of the respondents and digital transformation.

Conclusion:

calculated F value is 1.826 and F critical value 0.1797 so calculated value is more than the table value so Null is rejected .hence it is concluded that there is no relation between age and jio digital transformation.

E. CORRELATION:

Calculation value is 0.1348 and so I concluded that age and digital transformation are positively correlated.

III. FINDINGS

- Based on the findings of the study Majority of says Age wise Classification of the Respondents Majority says 53 percent are above 35 and above ,33 percent are below 30 and 14 percent are between 30 – 35
- Majority says 70 percent are Male and 30 percent are Female.
- Majority says 59 percent are Married and 41 percent are Single.
- Majority says 50 percent are agree, 10 percent are strongly agree , 22 percent are neutral , 8 percent are disagree for the competitive advantage.
- Majority says 43 percent are agree, 22 percent are neutral ,25 percent are disagree 8 percent are strongly agree and 2 percent are strongly disagree for digital transformation.
- Majority says 43 percent are agree , 22 percent are agree , 25 percent are disagree , 8 percent are strongly agree and 2 percent are strongly disagree after the jio entered in the market sales and profitability area affected.
- Majority says 31 percent are Profitability ,20 percent are market share , 10 percent are customer base ,14 percent are operations an 23 percent are all the above.
- Majority says 44 percent are strongly agree , 33 percent are neutral , 22 percent are agree and 1 percent are disagree for jio network is effective.
- .Majority says 76 percent are yes and 24 percent are no for the customers changing their network to jio.
- Majority says 45 percent are non voice customers 18 percent are all the above 12 percent are eco friendly towers 10 percent are pricing strategy and 15 percent are innovative services.

- Majority says 40 percent are neutral 22 percent are strongly agree 14 percent are agree 20 percent are disagree 4 percent are strongly disagree for jio dominating the market.
- Majority says 55 percent are can't say ,35 percent are no and 10 percent are yes for developing infrastructure.
- Majority says 40 percent are hi speed network, 14 percent are largest network 13 percent are blackout days and 11 percent are all the above and 24 percent are low prices.
- majority says 43 percent are agree 25 percent are neutral 22 percent are disagree 8 percent are strongly disagree and 2 percent are strongly disagree for stuff competition.
- Majority says 51 percent are agree , 16 percent are strongly agree 31 percent are neutral 2 percent are disagree for data speed.
- Majority says 45 percent are agree 35 percent are strongly disagree 10 percent are netural and 10 percent are disagree for jio issues and challenges.

IV. SUGGESTIONS

- Try to improve network facilities. No network coverage on border areas and high altitude areas so provide more tower network connections.
- Try to continue the offers provided in the initial stage of introduction.
- Spread out awareness about jio in deep routed rural areas.
- Remove the problem of calling congestion and call drop.

V. CONCLUSION

Reliance JIO has become a very successful brand in India and providing customer satisfaction is their main objective. It provides unlimited free calling and data services and SMS.

Reliance Jio's free introducing offer created lot of radical and unexpected changes in consumer's behaviors and competitor's strategies. It affected the equilibrium in the telecom industry and many of the rivals resorted to mergers and acquisitions in Indian mobile network providers.

The study was an attempt to measure the level of customer satisfaction with Reliance Jio. The study found out that most of the respondents are satisfied with Jio services and they recommended the company to improve their network coverage and to wipe out the calling congestion.

Reliance JIO is capturing the wide area of Indian markets increasingly day by day. Hence these statistics imply

a bright future to the company. It can be said that in near future, the company will be booming in the telecom industry.

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