

# A Study on Consumer Satisfaction Towards Jio Sim With Reference To Coimbatore City

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**Abstract-** Customer satisfaction has become one of many important objectives set for product services. The satisfaction survey is becoming the primary tool of assessing this aspect of customer satisfaction surveys provide a “snapshot of customers opinions “of one’s product. One of the major goals of organizations is that customers and families will be highly satisfied with their entire experience in their customer visit. An organization’s purpose is to measure, analyse, and report the degree to which they are meeting this goal within their organization. Customer is the real asset to any organization and the satisfaction occupies an important place for business and management. Every firm is expected to maximize the satisfaction in order to get more market share and profit.

## I. INTRODUCTION

Marketing is the study and management of exchange relationship. It is the business process of creating relationships with and satisfying customers. Because marketing is used to attract customers, it is one of the primary components of business management and commerce. Marketers can direct product to other business or directly to consumers.

Marketing is defined by the American marketing Association as “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. The term developed from the original meaning which referred literally to going to market with goods are sales.

Telecom is one of the fastest-growing industries in India and as the second largest market in the world. In present scenario, the telecommunication is lifeblood for every business activity. The Reliance Jio is one pioneer and the largest segment in the telecom industry. Customer perception is the main primary goal of every business organization. As the rapid changing business scenario for the entire transaction activities begins and ends with the customer.

Reliance Industries Ltd’s (RIL) telecom unit starts offering free services from 5 th September 2016 to 31 Dec 2016; again the commercial launch free services extend next

three month from 31 Mar 2017 onwards. While the company has stated an altruistic objective for Reliance Jio Infocomm Ltd. that of putting India on the global map for mobile broadband Internet access there is no denying that this announcement has jolted the telecom ecosystem across the country. Reliance’s Jio has come out with free to low subscription; it could attract more customers and create a strong customer base. The satisfied Jio customer would act as the advertising tool for the company without any additional cost.

## 1.3 STATEMENT OF THE PROBLEM

The objectives of every company would be ensuring customer satisfaction. Customer satisfaction is a marketing term that measures how products or services supplied by a company meet or surpass a customer's expectation. Nowadays customers are more conscious. Customers have keen observation towards the product brands, because from this they get great satisfaction more than benefits. Although the customers are availing Jio services, they spend some amount for using other networks. If Reliance Jio fails to give the full satisfaction to its customer, it is difficult to sustain its image in the systematic nation The importance of this study is to make research on customer’s views, satisfaction and problems regarding JIO SIM.

## 1.4 OBJECTIVIES OF THE STUDY

- To identify customer satisfaction level towards reliance Jio SIM.
- To understand the problem faced by the respondents related to usage of Reliance Jio.
- To make comparative study on reliance Jio network and other networks.

## 1.5 LIMITATION OF THE STUDY

The availability of the information and data are limited by time factor. The study is conducted of short period and so in depth analysis is not possible. The accuracy of the study depends on the information given by the customers. The study limited by few leading mobiles SIM only. Since this

study connect only Coimbatore city population. This analysis will not be suitable to all over the world.

## 1.6 SCOPE OF THE STUDY

The scope of the study is that to find out the problem that the customer are The scope of the study is that to find out the level of consumer satisfaction on reliance jio To identify the consumer views regarding quality and price .To find facing during their purchase of reliance jio product .The competitors reaction to the Jio launch which was extreme and the percentage on how much competitors like Vodafone and Airtel are affected by the launch. This study will be useful for future scholars.

## 1.7 RESEARCH METHODOLOGY

### COLLECTION OF DATA

#### Primary Data

Primary data comprises information survey of “A Study of Consumer Satisfaction towards Jio Sim With reference to Coimbatore City”. All responses are collected from Coimbatore district.25% of the respondents are from the North Region of Coimbatore, 15% of the respondents are from West region of Coimbatore, 20% of the respondents are from the Centre region of the Coimbatore, 25% of the respondents are from the East region of Coimbatore, 15% of the respondents are from the South region of Coimbatore.

#### Secondary Data

Secondary data is collected from the various publications and books.

#### Sampling Size

120 responses were collected and 100 responses were taken for analysis. All the responses are taken from Coimbatore District.

#### Sampling Technique

Convenient sampling method is use for this analysis.

#### Period of study

The study was carried out in Coimbatore city, Tamilnadu. This study has been taken very recently from the month of January to the month of April in the year of 2022 to analyze the consumer satisfaction towards Jio Sim.

## Analysis tools

### Simple percentage method

Simple percentage analysis is refers to a special kind of rates, percentage are used in making comparison between two or more series of data. This analysis is used mainly for the standardization and comparisons are in support with the analysis.

## II. REVIEW OF LITERATURE

1. **V SAVITHA, S RAJANSATHYA DAS (2021)** Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet customer’s expectation. It is a measurement that determines how happy customers are with a company’s product, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company to determine how to improve or changes can be taken towards its products and services. Reliance JIO Limited is India’s largest private sector company, which is the most first telecom operator to hold pan India unifies license.
2. **K UMAMAHESHWARI (2020)** Towards Jio with Reference to Coimbatore City- Customer Satisfaction is the degree of satisfaction provided by the goods or services of a company as measured number of repeat customers. The main objective of the study is to compare the services rendered by Airtel and Jio Descriptive research is followed in this research. It located at Coimbatore city. The samples (sample size 50) were selected among the users of both Airtel and Jio located at Coimbatore City for this research. The major Findings of the study, satisfaction level of customers average with respect to tariff, service coverage, data plan, compatibility and other factors ranging from 3.00 to 3.65.
3. **SHEBIN MOHAMMED ALI (MAY 1, 2020)**To study the Customer Satisfaction of Jio Telecom at Ernakulum District- The Indian Telecommunication industry is one of the important segments in service sector which contribute substantially to nation’s Gross Domestic Product. Companies especially in telecom sector and in particular the private players must concentrate on customer satisfaction to remain competitive have lost their sustainability and are forced to quit in this competitive environment due to non-attainment of customer satisfaction. This study has been conducted in Ernakulum District of Kochi a global city, known as the

trading capital of Kerala. 50 respondents were contacted by the researcher.

**4. LI WEN YUAN, SHUJA LQBAL, RANA YASSIR HUSSIAN, SHAIBU ALI (2019)** Satisfaction: Mediating Role of Consumer Buying Behavior in Telecom Sector- The study, conducted with the aim to find out the mediating role of consumer buying behavior. 68.6 percent respondents represent the young generation of the country, 36 percent students participated in the response. As per result, 46 percent respondent family contains 1-5 members. Smart PLS 3.2.7 has been used in the study. Positive relationship between price and customer mediating role of consumer buying behavior between price and customer satisfaction.

**5. MUHAMMED FAROOQ, VALLIAPPAN RAJU(2019)** This study answers the question of why JAZZ (a telecom service provider) is the market leader in Pakistan since 1992. The goal is to explore that despite the evolution of technology which has disrupted many industries, many companies lost their revenues but JAZZ as market leader continuously gained market share in the last two decades. AOSE and QOSE are the value for money indicators, while customer service touch point is considered a value-added service. The reason behind less impact of QOSE is because of availability of JAZZ service in every corner of Pakistan in multiple models like services centers, franchise, retail outlets, online web self-care, mobile apps, short codes, and 24-h operational call centers.

**III. ANALYSIS AND INTERPRETATION**

Analysis and interpretation as essentially useful and utilize for research finding. Analyses and data and interpretation involves as number of closely related operations. Which are performed with purpose of summarizing the collected data, organizing these in such a manner that they answer the research questions. Research can better be appreciated only through the interpretation.

**SIMPLE PERCENTAGE ANALYSIS**

Number of respondents distribution shows the number of frequencies in various classed, which help some preliminary ideas with respects to the objectives understudy. Therefore, as a first steps, number of respondent distribution for various variables under study is constructed, to interpret the results comprehensively percentages value is compute.

**FORMULA**

$$\text{Percentage} = \frac{\text{Number of Responce}}{\text{Total No. of Responce}}$$

**Table shows the Age of the respondents**

**TABLE: 1**

AGE	PERCENTAGE
Below 18	13%
18-28	83.7%
28-38	2.4%
Above 38	0.8%

**INTERPRETATION**

The above table shows that 83.7% of respondents are in the category of 18-28 year, 13% of the respondents are in the category of Below 18 years, 2.4% of the respondents are in the category of 28-38 years, and 0.8% of the respondents are in the category of Above 18 years.

**Table shows the gender of the Respondents**

**TABLE: 2**

GENDER	PERCENTAGE
Male	59%
Female	41%

**INTERPRETATION**

The above table shows that 59% of the respondents are male and 41% of the respondents are female.

**Table shows the occupation of the respondents**

**TABLE: 3**

OCCUPATION	PERCENTAGE
Student	59.8%
Business	23.4%
Self employed	7.2%
Entrepreneur	9.6%

**INTREPRETATION**

The above table shows that 59.8% of the respondents are Students, 23.4% of the respondents are Business man, 7.2% of the respondents are self employed, and 9.6% of the respondents are Entrepreneur.

**Table shows the income of the respondents (per month)**

**TABLE: 4**

INCOME	PERCENTAGE
Below 10,000	43.2%
10,000-20,000	37.3%
20,000-30,000	10.2%
Above 30,000	9.3%

**INTERPRETATION**

The above table shows that 43.2% of the respondents income are below 10,000, 37.3% of the respondents income are between 10,000 to 20,000, 10.2% of the respondents income are between 20,000 to 30,000 and 9.3% of the respondents income are Above 30,000.

**Table shows the Number of members in the family**

**TABLE: 5**

No of members	Percentage
2	6.5%
4	86.2%
8	6.5%
Above 8	0.8%

**INTREPRETATION**

The above table shows that the 6.5% of the respondent's family members are 2, 86.2% of the respondents family members are 4, 6.5% of the respondents family members are 8, and 0.85% of the respondents family members are Above 8.

**Table shows Area of residence (Coimbatore)**

**TABLE: 6**

AREA OF RESIDENCE	PERCENTAG E
North	37%
West	22%
Centre	24.4%
East	8.3%
South	8.3%

**INTERPRETATION**

The above table shows that 37% of the respondents are belong to North of Coimbatore, 22% of the respondents are belong to West of Coimbatore, 24.4% of the respondents

are belong to Centre of Coimbatore, 8.3% of the respondents are belong to East and South of Coimbatore.

**Table shows that from which source the respondents came to know about Jio**

**TABLE: 7**

SOURCE	PERCENTAGE
Newspaper	17.5%
Advertisement	50.8%
Month publicity	6.7%
Internet	25%

**INTERPRETATION**

The above table shows that 17.5% of the respondents came to know about jio service through newspaper, 50.8% of the respondents are came to know about jio network through Advertisements, 6.7% of the respondents are came to know about jio network through Month publicity, and 25% of the respondents are came to know about jio network through Internet.

**Table shows that how long the respondents are using Jio network**

**TABLE: 8**

PERIOD OF USING JIO NETWORK	PERCENTAGE
1-5 month	23.1%
1-3 years	48.8%
More than 3 years	28.1%

**INTERPRETATION**

The above table shows that the 23.1% of the respondents are using this jio network for 1 to 5 months, 48.8% of the respondents are using this jio network for 1 to 3 years, and 28.1% of respondents using this jio network for more than 3 years.

**Table shows the monthly expenditure of respondents for jio network**

**TABLE: 9**

MONTHLY EXPENDITURE	PERCENTAGE
0-50	7.4%
50-100	9%
100-250	41%
250-500	27%
More than 500	15.6%

**INTERPRETATION**

The above table shows that 7.4% of the respondents monthly expenditure for jio network is between Rs.0 to Rs.50, 9% of the respondents monthly expenditure for jio network is between Rs.50 to Rs.100, 41% of the respondents monthly expenditure for jio network is between Rs.100 to Rs.250, 27% of the respondents monthly expenditure for jio network is between Rs.250 to Rs.500, 15.6% of the respondents monthly expenditure for jio network is More than 500.

**Table shows the features of jio sim which convinced to use**

**TABLE: 10**

FEATURES	PERCENTAGE
Connectivity	28.7%
Schemes	42.6%
Advertisements	15.6%
Goodwill	13.1%

**INTERPRETATION**

The above table shows that 28.7% of the respondents are using jio sim for their Connectivity, 42.6% of the respondents are using jio sim for their Schemes, 15.6% of the respondents are using jio sim for their Advertisements, and 13.1% of the respondents are using jio sim for their Goodwill.

**Table shows the services which like most using jio service**

**TABLE: 11**

SERVICES	PERCENTAGE
Data service	41%
Call rate	22.1%
Network Coverage	28.7%
Value added service	8.2%

**INTERPRETATION**

The above table shows that the 41% of respondents are like to use jio sim for their Services, 22.1% of the respondents are like to use jio sim for their Call service, 28.7%

respondents are like to use jio sim for their Network coverage and 8.2% of the respondents are like to use jio sim for their Value added service.

**Table shows why did respondents choose this service**

**TABLE: 12**

SERVICE	PERCENTAGE
Unlimited data	23.8%
Unlimited calls	23.8%
Network coverage	13.1%
All the above	39.3%

**INTERPRETATION**

The above table shows that the 23.8% of the respondents choose this service for Unlimited data, 23.8% of the respondents choose this service for Unlimited Calls, 13.1% of the respondents choose this service for Network coverage, and 39.3% of the respondents are choose this service for all of the above.

**Table shows that mobile services chosen by the respondents**

**TABLE: 13**

MOBILE SERVICE	PERCENTAGE
Postpaid	84.4%
Prepaid	15.6%

**INTERPRETATION**

The above table shows that 84.4% of the respondents are prefer postpaid service while 15.6% of the respondents prefer prepaid service.

**Table shows the satisfaction level of the respondents**

**TABLE: 14**

SERVICES OFFERED BY JIO	PERCENT
Satisfied	89.3%
Dissatisfied	10.7%

**INTERPRETATION**

The above table shows that 89.3% of the respondents are satisfied with this jio network and 10.7% of the respondents are not satisfied with this jio network.

**Table shows the current service provided by respondents**

**TABLE: 15**

CURRENT SERVICE	PERCENTAGE
STD	15.6%
Data	54.9%
Local	22.1%
ISD	7.4%

**INTERPRETATION**

The above table shows that 15.6% of the respondents are using STD, 54.9% of the respondents are using Data service, 22.1% of the respondents are using Local service and 7.4% of the respondents are using ISD.

**Table shows that jio provide best internet service**

**TABLE: 16**

INTERNET SERVICE	PERCENTAGE
Satisfied	86.8%
Dissatisfied	13.2%

**INTERPRETATION**

The above table shows that 86.8% of respondents are satisfied with the jio internet service; and 13.2% of the respondents are dissatisfied with the jio internet service.

**Table shows that respondents are experienced any other services than jio**

**TABLE: 17**

EXPERIENCE OF RESPONDENT	PERCENTAGE
Experienced	69%
Inexperienced	41%

**INTERPRETATION**

The above table shows that 69% of the respondents are experienced only jio network, and 41% of the respondents are experience other network than jio.

**Table shows that respondents call customer care**

**TABLE: 18**

RESPONDENTS WHO CALL CUSTOMER CARE	PERCENTAGE
RESPONDENTS WHO CALL	65.8%
RESPONDENTS WHO NOT CALL	34.2%

**INTERPRETATION**

The above table shows that 65.8% of the respondents are who call the customer care, and 34.2% of the respondents are who not call the customer care.

**Table shows the reason for calling customer care**

**TABLE: 19**

REASON FOR CALLING CUSTOMER CARE	PERCENTAGE
Value added service	22.8%
Information regarding new offer	33.3%
Complaints	17.5%
Other question	26.3%

**INTERPRETATION**

The above table shows that 22.8% of the respondents are calling customer care for value added service, 33.3% of the respondents are calling customer care for Information regarding new offer, 17.5% of the respondents are calling customer care for Complaints, and 26.3% of the respondents are calling customer care for other questions.

**IV. FINDINGS**

- Majority of the respondent are in the category of 18 to 28 years.
- Majority of the respondent are in the category of Male.
- Majority of the respondent are in the category of Degree.
- Majority of the respondent are in the category of earning below 10000.
- Majority of the respondent come to know about the jio in the internet.
- Majority of the respondent prefer the connectivity if the network.
- Majority of the respondent prefer data service provided by the network.
- Majority of the respondent were satisfied with the service.
- Majority of the respondent prefer data.
- Majority of the respondent were satisfied.
- Majority of the respondent where experienced other network.
- Majority of the respondent think Airtel is the competitor to jio.

**V. SUGGESTIONS**

- Majority of customer felt that they want to improve network coverage

- From the Study, it reveals there is more call congestion. So, effective stop to remove the problem of calling congestion & call drop.
- JIO service providers have to create awareness about JIO plans to satisfy their customer.

## VI. CONCLUSION

The study is involved in measuring the level of satisfaction and preference of Jio customers. They recommends Reliance Jio Company to improve their network coverage and to wipe out the calling congestion .Form the discussion and penetration study of the data analysis, it is finally concluded that respondent are of the opinion that they were influenced by an internet during the course of buying their mobile service. However, advertisement through electronic media plays an important role in the popularity of mobile service. Over all analysis opinion goes against the version that promotion scheme launched by the various companies have an impact on the consumer buying behaviour. The jio as to improve their strategies to satisfy the customer

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