

“A STUDY ON CONSUMER PERCEPTION OF JIO MOBILE NETWORK SERVICE PROVIDERS IN PUDUKKOTTAI”

Submitted in partial fulfilment of the requirement for the award of

Bachelor of Business Administration

by

N.BIRUNTHA

38280029



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

April - 2021



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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **N.BIRUNTHA(38280029)** who carried out the project entitled “**A study on consumer perception of mobile network service providers in Pudukkottai**” under our supervision from January 2021 to March 2021.

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DECLARATION

I **N.BIRUNTHA (38280029)** hereby declare that the Project Report entitled "**A STUDY ON CONSUMER PERCEPTION OF JIO MOBILE NETWORK SERVICE PROVIDERS IN PUDUKKOTTAI**" done by me under the guidance of **Dr. N . MATHAN, M.com, MBA, PhD** is submitted in partial fulfilment of the requirement for the award of Bachelor of Business Administration degree.

DATE:

SIGNATURE OF THE CANDIDATE

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N.BIRUNTHA

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ABSTRACT

A computer network or a data network is a digital telecommunication network which allows to provide resources of Reliance JIO Limited (RJL) a subsidiary of Reliance Industry Limited (RIL) is India's largest private sector company, which is the first telecom operator to hold pan India unified license. The company provides all communications services except global mobile personal communication by satellite service.

The objective of this study is to know the consumer perception of jio mobile network service in Pudukkottai. In this study the Questionnaire method is used to collect the data the simple percentage, pie chart and bar chart method applied. The major finding of this study and suitable suggestion are presented in this article.

Keywords: consumer, Perception.

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CHAPTER- 1

1.1 INTRODUCTION:

India is one of the world's largest telecom markets which are particularly in the field of mobile internet due to the most high population and development. There are Airtel, Vodafone, Idea, Telenor India, Reliance, Jio, Tata Docomo, BSNL, Tata Indicom are the major operator in the world. The telephony was introduced by 1882. India telecom operators are 227.27 million wireless subscribers in the 12 months between March 2010 and March 2011 averaging at 18.94 million subscribers every month. Currently china is the world's largest telecommunications network added 119.2 million wireless subscribers during the same period. The telephone wireless and landline subscribers are 1058.01 million on May 2016. Most importantly the next phase of growth of 4G services is to the wireless segment with enhanced focus on providing data services of the internet. Whereas the Reliance Jio Infocomm Ltd (RJIL) and Reliance Communications Limited (RCOM) announced the signing of agreement for change in Spectrum Allotment in 800 MHz band across 9 Circles from RCOM to RJIL, and for sharing of spectrum in 800 MHz band across 17 Circles. Where Reliance Jio has announced the record of network has been created a world record by crossing 16 million in total subscribers during the first month of operation.

The reliance Jio Company currently has 52 and above million subscribers using Jio 4G services. Reliance Jio provide the services as secured and safety way and the internet to satisfy the customers to their offers and discount packages. Whereas Reliance Communications has established a pan – India, next generation, integrated (wireless and wire line), convergent (voice, data and video) digital network that is capable supporting best – of – class services spanning the entire communications value chain and covering all over 21000 cities and towns and also over 400,000 villages. World's largest communication the next generation IP enabled connectivity of infrastructure comprising over 280,000 kilometres of fiber optic cable systems in India.

1.2 INDUSTRY PROFILE

(DSL) is the main broadband telecom technology. The fastest growth comes from (value- The **telecommunications industries** within the sector of information and communication technology is made up of all telecommunications/telephone companies and internet service providers and plays the crucial role in the evolution of mobile communications and the information society. Traditional telephone calls continue to be the industry's biggest revenue generator, but thanks to advances in network technology, telecom today is less about voice and increasingly about text (messaging, email) and images (e.g. video streaming). High-speed internet access For computer-based data applications such as broadband information services and interactive entertainment, is pervasive. Digital subscriber line added) Services delivered over mobile networks. Insight Research projected that telecommunications services revenue worldwide would grow from \$2.2 trillion in 2015 to \$2.4 trillion in 2019.

1.3 COMPANY PROFILE:



Reliance Jio Infocomm Limited Jio, is an Indian telecommunications company and a subsidiary of Jio Platforms, headquartered in Mumbai, Maharashtra, India. It operates a national LTE network with coverage across all 22 telecom circles. It does

not offer 2G or 3G service, and instead uses only voice over LTE to provide voice service on its 4G network Jio soft launched on 27 December 2015 with a beta for partners and employees and became publicly available on 5 September 2016. As of 31 December 2019, it is the largest mobile network operator in India and the third largest mobile network operator in the world with over 41.08 crore (410.8 million) subscribers.

1.4 NEED FOR THE STUDY

Author felt the need to research on the most popular, affordable Reliance Network's Jio. India has always been a country of poor internet connectivity and data scarcity especially in the rural areas. For this, Jio has made affordable data back of 4G and 4G based affordable phones. Jio used to provide free calling and free data for the longest time, but even though it started to charge from the year 2017 it charges the least pricing compared to Vodafone and Airtel. The launch of the Jio signals an important shift from scrunching for data and scarcity. The reason for its sudden entry in India and capturing its place a 100% and successfully made the author wonder its strategy, the main strategy used by Jio could be aiming for quality subscribers, 100 million mark which mean Mr. Ambani's plan to reach 90% of India's population and last strategy would be oligopolistic market So need to know the consumer perception of jio mobile network service provider

1.5 SCOPE OF THE STUDY

The main scope of the study is to find out the perception of the customers using Reliance Jio. This study is to know why people choose jio as their mobile network service and The scheme provided by the company is effective and whether it's offer is satisfied or not . The free scheme in the start of the launch attracted 6 million people over time. To know the percentage of the people how much they currently using as their primary network service and how the view jio and analyze their suggestion to improve their service. Therefore, the authors wanted to research and signify these points by making questionnaire and finding conclusions on the same.

1.6 OBJECTIVE OF THE STUDY

1.6.1 PRIMARY OBJECTIVE

- A study on consumer perception of Jio mobile network service providers in Pudukkottai

1.6.2 SECONDARY OBJECTIVE

- To analyse the customers perception on Reliance Jio.
- To analyse the satisfaction level of Jio users.
- To give findings and suggestion
- To analyse what are the area need to improvement in jio.
- To find out reason for using jio service

1.7 LIMITATIONS OF THE STUDY

- Due to time constrict only 150 numbers of respondents were considered.
- The result fully depends on the information given by the respondents which may be based
- The main source of data for the study was primary data with the help of self administered questionnaires. Hence, the chances of unbiased information are less.
- People were hesitant to disclose the true facts.
- The chance of biased response can't be eliminated through all necessary steps taken to avoid the same

CHAPTER- 2

2. REVIEW OF LITERATURE

2.1 INTRODUCTION:

In this Chapter, the researcher has made an attempt to study and understand the complex concepts of Customer experience. This attempt includes, understanding the basic concepts of Customer experience, analyzing research studies made by earlier researchers in respect of Customer experience in automotive, for this, the researcher has used various books, research Journals and websites. The detailed list is further elaborated in the Reference and websites. Through this Literature Survey researcher wants to find out which are the important parameters of Customer experience in respect of jio mobile network service.

2.2 REVIEW OF LITERATURE

- **Sugunathi Meena and Shanthi R. (2017)** in their research paper conducted a study based on customer opinions about service they are using with parameters responsiveness, reliability, empathy, assurance and tangibility. The factors which matters most are on time and right service when customer expects it.
- **Sornapriya.R and Santhiya.M (2017)**”customer satisfaction towards Reliance Jio Network “conducted a research work with the aim of analysing the satisfaction level of customers towards Jio network. Most of respondents are suggesting to improve the network coverage of jio services and to remove the calling congestion the it can be the company can achieve the 100 percentage satisfaction of their customer.
- According to telecom.economictimes.indiatimes.com (2017), The Mukesh Ambani owned company's 4G feature phone is expected to be the next big disrupter in the telecom industry which for the past four quarters has been engulfed in a brutal tariff war that has eroded revenues and profits of older players
- **SugunathiMeena and Shanthi R. (2017)** in their research paper conducted a study based on customer opinions about service they are using with parameters responsiveness, reliability, empathy, assurance and tangibility .The factors which matters most are on time and right service when customer expects it.

- **Naidu brahmani(2017)**, “Customer satisfaction towards reliance jio: an empirical study”, in their research paper focused in knowing the satisfaction level of customers on the usage of jio sim and the reason behind their satisfaction and dissatisfaction. The results have stated that the respondents are not complete satisfied with usage of jio sim.
- **Chinthala, Mdhuri & Kumar (2017)** (In the paper, “Customer Satisfaction towards Telecommunication service provider – A study on Reliance Jio” by Chinthala, Madhuri& Kumar discusses various determinates involved in customer satisfaction. The gender wise analysis concludes that there is no difference in opinion of male & female respondents on the satisfaction level towards Reliance Jio.
- **(K R Mahalaxmi&Suresh Kumar.N,2017)** In the paper,“Changing the Indian telecom sector. Reliance Jio” by KR Mahalaxmi& Suresh Kumar.N discusses the various factors influencing the customer preference and their impact towards Reliance Jio. The expectation level for the consumers towards Reliance Jio is made understood through questionnaire surveys in this study
- **C.Boobalan et al (2017)** in their study on, “Customer’s Satisfaction towards Reliance Jio sim with special reference to Tiruchirappalli District” made an attempt to know the satisfaction level of multi customers. Finally conclude that most of the customers are satisfied with the current JIO services.
- **(Jayaraman et al., 2017)**In the knowledge world, Jio’s the foray into the fast evolving market has made a tremendous change in the competition, price and data availability. Jio is widely used by the techno-savvy customers
- **(Paulaset, 2016)**The study of providing customer satisfaction is the most crucial step of the company with internet access on the move such as wide network coverage and technology advanced stuff required by almost everybody in today’s environment. Reliance jio is working according to Indian market; it gives best quality services at much less price
- **(P. Vijay, 2016)** , examined Customer preferences towards the mobile network service provider – A study with the special reference to Coimbatore city. Their study exposed that the majority of the respondents have given top preferences to Airtel and least preferences to Aircel in preferring the network

- **Darlami Rajan (2016)** in his research paper, “Customer satisfaction towards reliance JIO”, highlights the users experience about the new JIO SIM. The research includes the out the industry as well as a sector. The findings include customer’s satisfaction about the service also the other services provided by JIO
- **According to www.indianexpress.com(2016)**, this article represents the launch of distinctive disruptive and a “bold move” towards digitalising million parts of rural areas of the country by setting a tough benchmark for its competitors as “data becomes the new oil!” it is said to be a perfectly planned move by most of the nationwide users.
- **Bank of America Merrill Lynch [2016]** conducted a survey and found that 96 per cent of the customers were satisfied with Jio’s voice quality and 66 per cent with data speeds. The study said, 26 per cent using Jio as primary SIM and 21 percent as secondary SIM. Some 55 per cent of the surveyed users find Jio’s speed higher than that of other telecoms.
- **Jobin George et al., [2016]** in their study titled „A research on JIO customer satisfaction in South Karnataka” identified that SIM card availability, activation process and customer care being the strong areas and call connectivity and 4G speed being the weak areas. They also added that, customers” loyalty is moderate and prefer value for money
- **Aman Banchhor et al.,(2015)** , state in their study that Jio is the only company which is using fourth generation (4G) LTE services and which is operating its network on 1800 MHz and 2300 MHz bands in Mumbai. Jio facilitate the normal download speed of 15-20 mbps and has the lowest international call tariff in the world.
- **Kalyani Pawan (2015)** in her research study “An Empirical Study on Reliance JIO Effect, Competitor’s Reaction and Customer Perception on the JIO’S Pre- Launch Offer” states the future effects that will be observed after the launch of JIO. The study includes overall scenario of telecom sector, its history and its growth project. The paper shows the future scope in this sector and different type strategies used by various companies.
- **Gopica (2015)** in her research paper “Growth and development of telecom sectors in India-an overview” the paper gives an idea about telecom origin and also about the huge evolution that has taken place in this sector. The paper in view of

researcher gives an overview about the various authorities like Telecom Regulatory Authority of India also the different networks which are present in this industry.

- **(Rodrigues,2015)** The customers do not prefer reliance network. Therefore, it will be a hard task to get a good customer base for the 4G network. Reliance Jio Infocomm Limited announced the launch of its digital services with JIO in Mumbai on 1st September 2016 with Jio Welcome Offer.
- **Sudheesh et al. (2015)** in their study paper “A comparative study on customer satisfaction towards Airtel & Vodafone with reference to Avadi, Chennai” reviews the consumer perception about the two giants in Indian telecom industry; Vodafone and Airtel in city Chennai. The consumers expect different services from networks; this study highlights those services and the importance of the same
- **S. Nemat Sheereen, (2014)** in his study titled, “A Study on Customer Satisfaction of BSNL Services in Kerala” stated that BSNL is one of the leading telecommunication service providers in Kerala. The paper analyses and finds that the quality of service and maximum network coverage are the most important factors, which satisfy the customers in relation to telecommunication.
- **Menon (2014)** in the study entitled “Customer perception towards A public Sector Telecom Company (BSNL) in Mobile services” focuses on consumer perception about government Indian company BSNL using primary research data. The correlation significance between these factors is 0.05 according to analysis.
- **Ibrahim et al. (2014)** in their study “The Impact of telecom services characteristics on consumer for use in Pakistan” focuses on factors like consumer perception, advanced telecom services, quality, ease of use and cost and impact of these factors on consumers. The paper concludes the positive relationship with the impact.
- **Singh Abhishek Kumar and PangrikarMalhar (2013)** in their research “A Study Report, to Find out Market Potential for 4g Businesses in Pune” states the potential markets available for 4G business in the Pune city. The research also talks about the perception of consumers in city Pune regarding their respective service providers. The study gives an overview about awareness, 4G services provided and the consumer usage patterns.

- **(Simon Gyasi Nimako, 2012)** Their study sought to empirically validate Service Quality dimensions that are relevant to mobile telephony industry in Ghana. Their study revealed that the factors like Customer relations, tangibles, Image and Real Network Quality are critical factors for evaluating Service Quality in MTI.
- **BirudavoluSriram and Nag Biswajit (2011)** in his paper “A Study of Open Innovation in Telecommunication Services: A Review of Literature & Trends” talks about the overall review of telecom with the crisp idea about the innovations that has happened in telecom over the period of time.
- **(Abdulrahman Al-Aali, 2011)** Measured the Service Quality of Mobile Phone Companies in Saudi Arabia. Their study revealed that, there is a significant difference between male and female regarding the perception of tangibility, reliability, responsiveness, assurance and empathy.
- **Bhattacharya Manas (2010)** gives a gist about the future of telecom industry in India. The paper throws light on reforms about telecom tax policies and industry policies. In conclusion, the researcher emphasizes on requirement of advanced planning in this ever-growing industry, need to develop deeper understanding of the sector and the need of IT in this industry.
- **Rajkumar, (2010)** their study examined how communication and price were most influential and preferential factors in selecting telecommunication service provider. Their study revealed that consumer’s perception is widely varied in accordance with the communication quality, call service, facilities, price, customer care and service provider’s quality
- **Deoskar Aruna (2009)**, in her study “A study of mobile services from customer’s perspective”, shows the spectacular revolution in information technology happened in India which boosted telecom sector. The findings gathered by testing data using SPSS states that all the sub parameters like billing service and data coverage has a significant impact on the customer satisfaction influencing customer perception
- **(Karthik, 2009)**The objective of the study is to understand the customer satisfaction level in mobile service provider in the Hyderabad and Secunderabad region. This study revealed that communication service providers must deliver positive customer experiences with rich, value-added services supported by comprehensive service quality management.

- **Telecom Regulatory Authority of India (2006)** published a paper “Financial Analysis of Telecom Industry of China and India” regarding the finance involved in telecom industry of both countries. The paper includes the overview of the both the countries.

2.3 CONCLUSION:

A literature review may constitute an essential chapter of a thesis or dissertation, or may be a self-contained review of writings on a subject. In either case, its purpose is to place each work in the context of its contribution to the understanding of the subject under review.. Resolve conflicts amongst seemingly contradictory previous studies. Point the way forward for further research

CHAPTER- 3

RESEARCH METHODOLOGY:

To study the consumer's perception towards existing mobile network service with specific reference to Reliance Jio. This is a quantitative type of study, mainly this type of study is used to quantify data and generalize results from a sample to the population of interest. Random sampling as the method was used for collecting data.

In view of constraints faced by an individual researcher, the sample size is restricted to 150. The primary data was collected by incorporating a survey questionnaire delivered to respondents of specific age groups. Secondary sources of data including several research papers and articles as well as industry reports were referred to in addition to the primary data. Survey questionnaire was used as a data collection tool. Excel was used as a tool for data analysis. Queries and responses are netted and are made into one. Data is made in the form of Pie charts and Bar graphs for easy understanding

3.1 RESEARCH DESIGN:

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.2 SAMPLING TECHNIQUE:

3.2.1 Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods of study.

A convenience sample is made up people who are easy to reach.

3.3 SOURCE OF DATA:

Data collection is the term used to describe a process of preparing and collecting data.

PRIMARY DATA

Questionnaire given to 150 respondents

SECONDARY DATA:

Websites and online journals, Published reports & Review of study

3.4 STUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondent's opinions about customer's experience.

3.6 PERIOD OF STUDY:

The duration of study is from January 2021 to march 2021 which us three months of study.

3.7 ANALYTICAL TOOLS:

- Percentage analysis
 - Par chart
 - Pie chart etc...

CHAPTER – 4

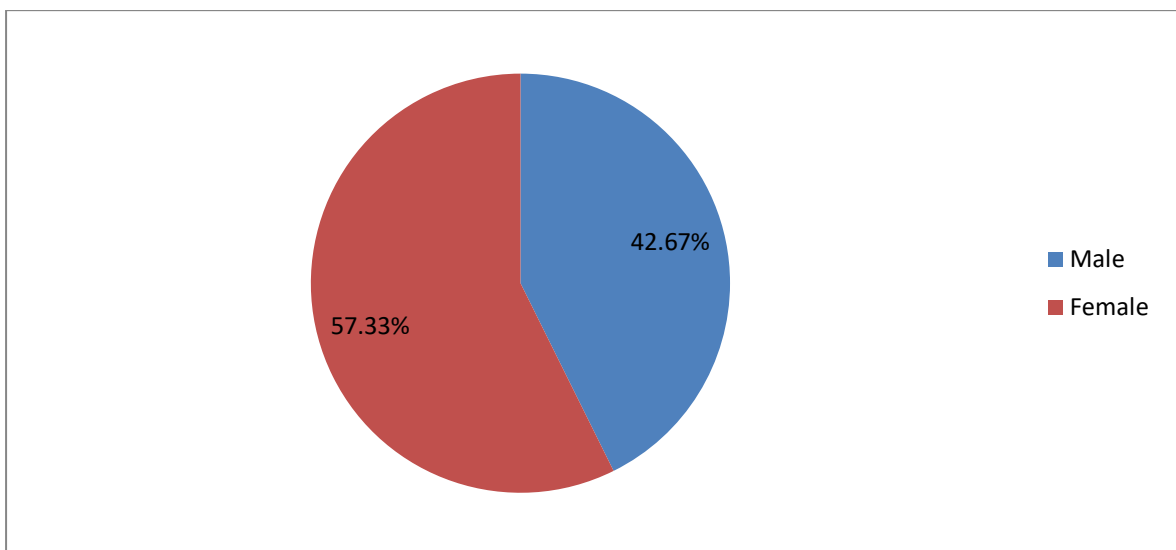
DATA ANALYSE AND INTERPRETATION

4.1 Percentage analysis:

4.1.1 Table showing gender of the respondents

Gender	No of respondents	Percentage
Male	64	42.67%
Female	86	57.33%
Total	150	100%

4.1.1 Chart showing gender of the respondents



Interpretation:

From the above table it is interpreted that the (57.33%) are Female of the respondents and (42.67%) are male

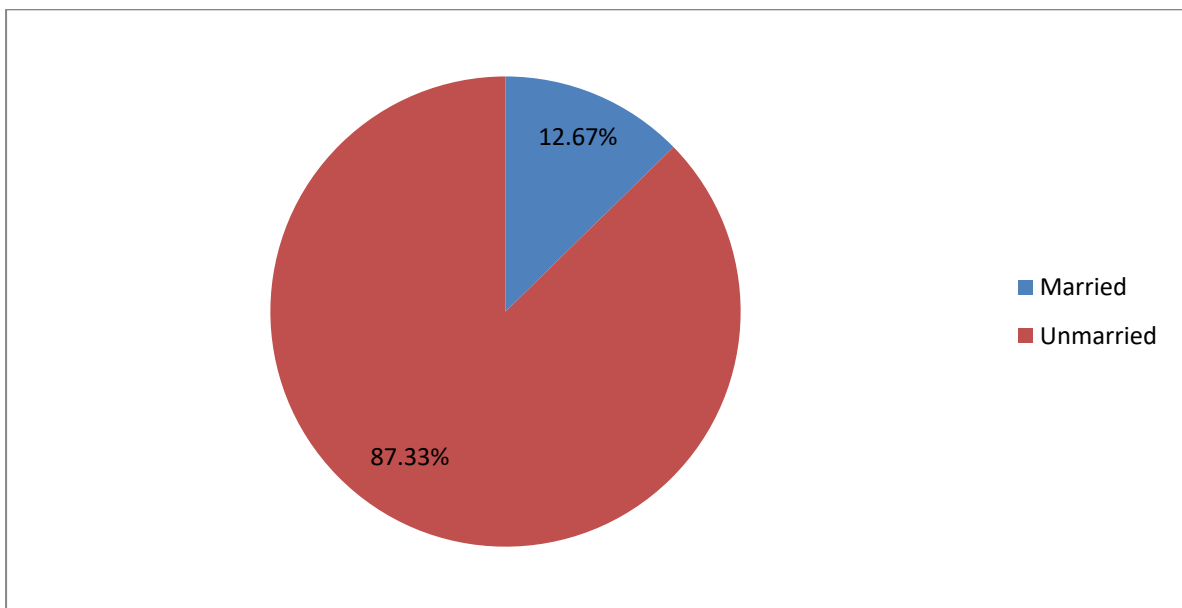
Inference:

Majority 57.33% of the respondents are female

4.1.2 Table showing marital status of the respondents

Marital status	No of respondents	Percentage
Married	19	12.67%
Unmarried	131	87.33%
Total	150	100%

4.1.2 Chart showing marital status of the respondents



Interpretation:

From the above table it is interpreted that 87.33% of the respondents are unmarried and 12.67% of the respondents are married

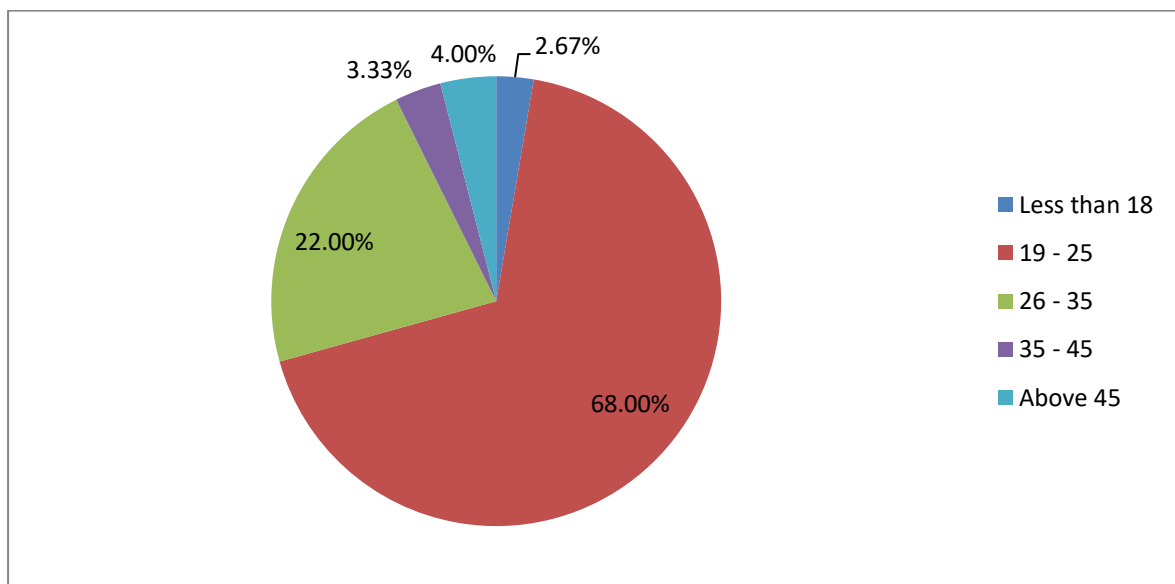
Inference:

Majority are 87.33% respondents are unmarried

4.1.3 Table showing age of the respondents

Age	No of respondents	Percentage
Less than 18	4	2.67%
19 - 25	102	68%
26 - 35	33	22%
35 - 45	5	3.33%
Above 45	6	4%
Total	150	100%

4.1.3 Chart showing age group of respondents



Interpretation

From the above table it is interpreted that 68% are 19 – 25 respondents and 22% respondents are 26-35 and 2.67% respondents are less than 18

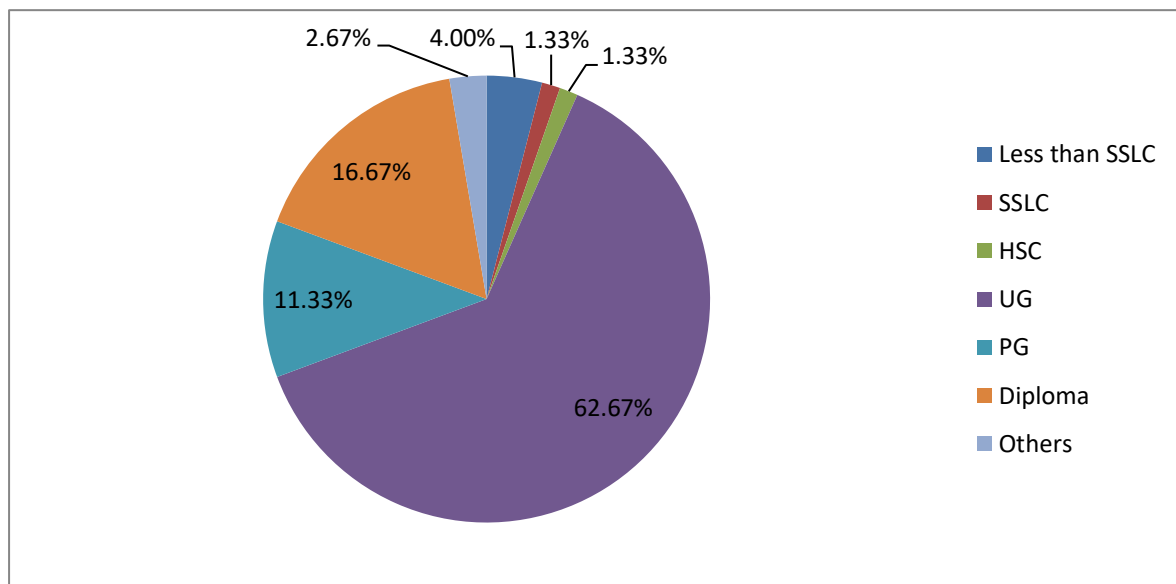
Inference:

Majority are (68%) respondents are 19-25 age

4.1.4 Table showing Education of the Respondents

Education	No of respondents	Percentage
Less than SSLC	6	4%
SSLC	2	1.33%
HSC	2	1.33%
UG	94	62.67%
PG	17	11.33%
Diploma	25	16.67%
Others	4	2.67%
Total	150	100%

4.1.4 Chart showing Education of the respondents:



Interpretation:

From the above table it is interpreted that 62.67% respondents are UG and 16.67% respondents are Diploma and 1.33% respondents are HSC and another 1.33% respondents are SSLC

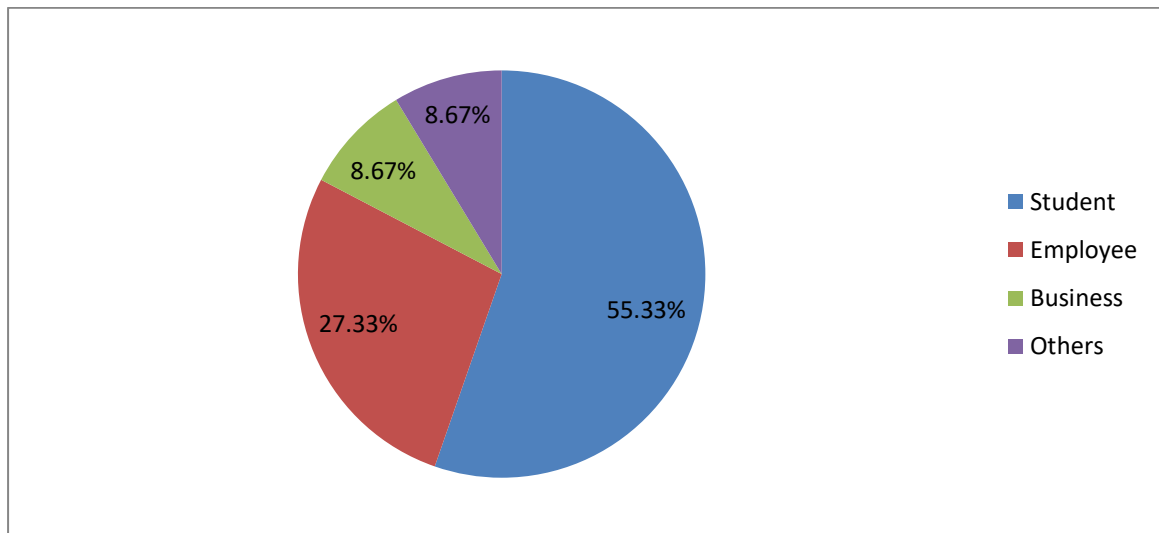
Inference:

Majority are 62.67% respondents are UG

4.1.5 Table showing occupation of the respondents:

Occupation	No of respondents	Percentage
Student	83	55.33%
Employee	41	27.33%
Business	13	8.67%
Others	13	8.67%
Total	150	100%

4.1.5 Chart showing occupation of the respondents:



Interpretation:

From the above table it is interpreted That 55.33% of the respondents were students and 27.33% of the respondents were employees, Very few respondents are business- (13%) and others are 13 with 8.67%

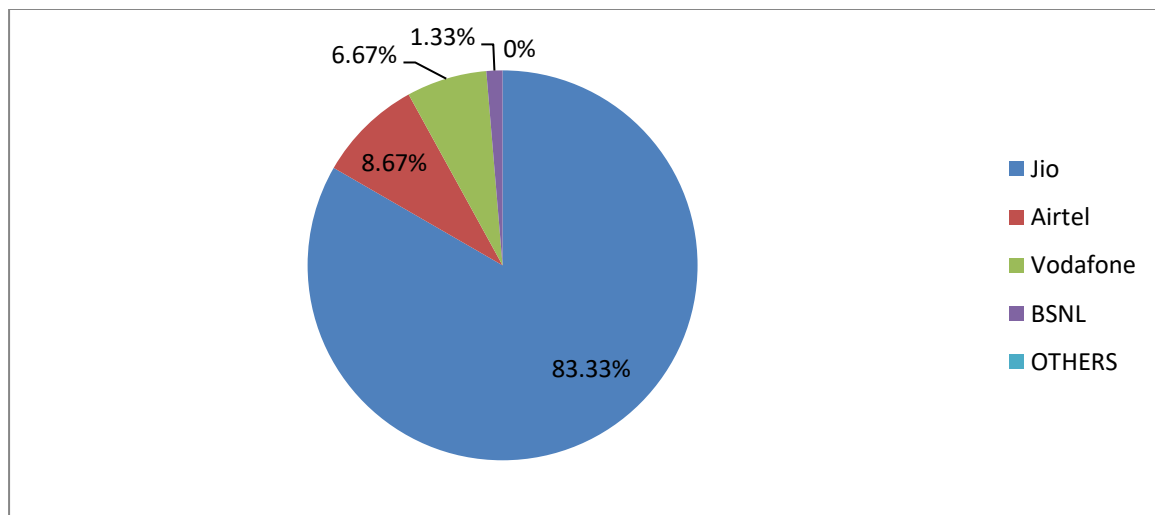
Inference:

Majority are 55.33 % respondents are students

4.1.6 Table showing customer's mobile network service currently they using

Mobile network service currently they using	No of respondents	Percentage
Jio	125	83.33%
Airtel	13	8.67%
Vodafone	10	6.67%
BSNL	2	1.33%
OTHERS	0	0%
Total	150	100%

4.1.6 Chart showing customer's mobile network service currently they using



Interpretation:

From the above table it is interpreted that 83.33% of the respondents were using jio and 8.67% of the respondents were using Airtel and 6.67% of the respondents were using Vodafone 1.33% of the respondents were using BSNL

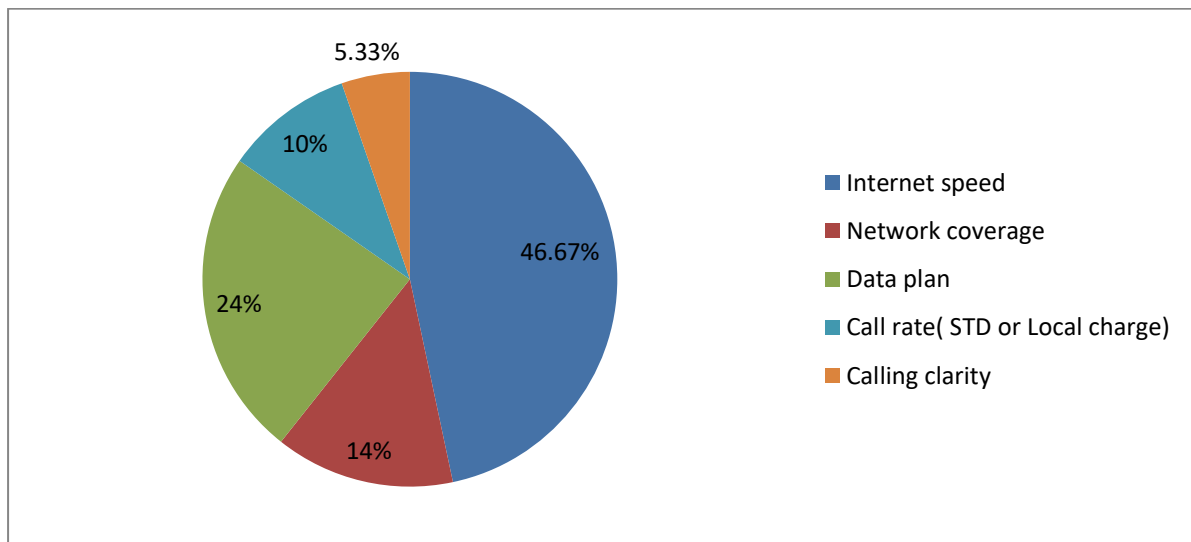
Inference:

Majority are 83.33% are using jio.

4.1.7 Table showing the reason for the selection of JIO:

Reason for the selection	No of the respondents	Percentage
Internet speed	70	46.67%
Network coverage	21	14%
Data plan	36	24%
Call rate(STD or Local charge)	15	10%
Calling clarity	8	5.33%
total	150	100%

4.1.7 Chart showing the reason for the selection of Jio



Interpretation:

From the above it is interpreted that 46.67% of the respondent's reason is internet speed and 24% of the respondent's reason is data plan and 10% of the respondent's reason is call rate (STD or local charge) and 5.33% of the respondent's reason is calling clarity

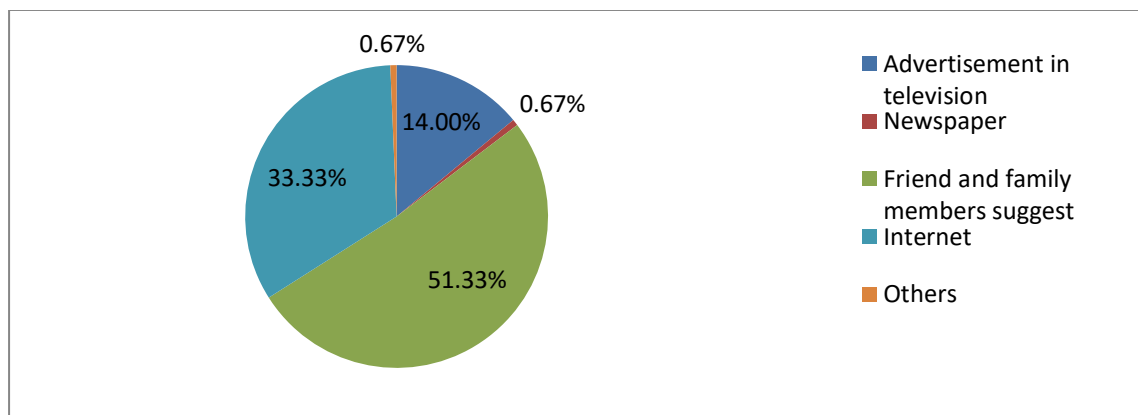
Inference:

Majority are 46.67% of the respondents reason is internet speed.

4.1.8 Table showing from which source respondents come to know about jio:

From which source respondents come to know about jio	No of respondents	Percentage
Advertisement in television	21	14%
Newspaper	1	0.67%
Friend and family members suggest	77	51.33%
Internet	50	33.33%
Others	1	0.67%
Total	150	100%

4.1.8 Chart showing from which source respondents come to know about jio



Interpretation:

From the above table it is interpreted that 51.33% of the respondents were know about jio through friend and family members suggest and 33.33% of the respondents were know about jio through internet and 0.67% of the respondents were know about jio through newspaper and 0.67% of the respondents were know about jio through others.

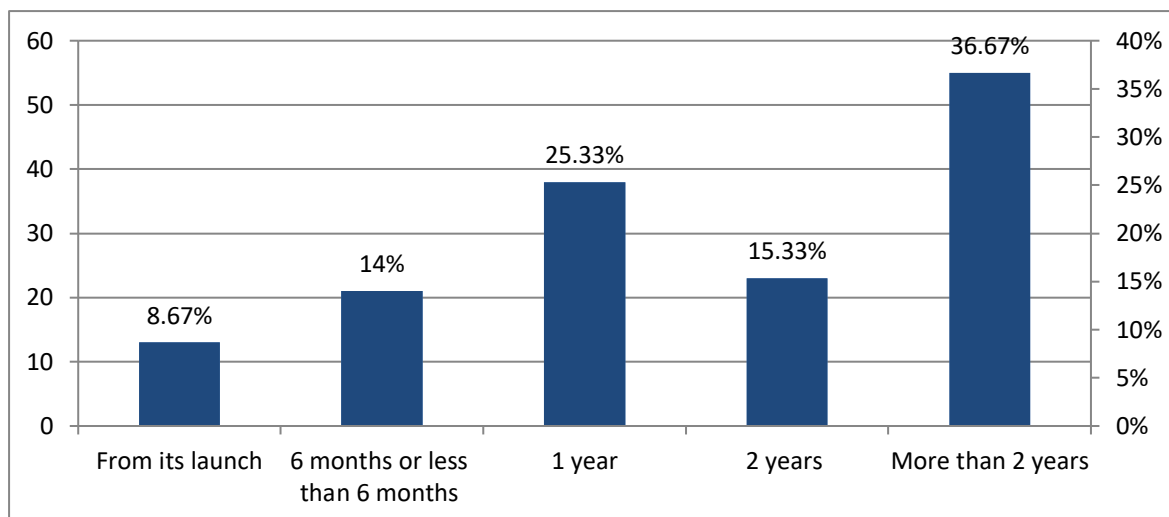
Inference:

Majority are (51.33%) of the respondents are know about jio through friends and family members suggest

4.1.9 Table showing respondents have been using this sim:

How long respondents have been using sim	No of respondents	percentage
From its launch	13	8.67%
6 months or less than 6 months	21	14%
1 year	38	25.33%
2 years	23	15.33%
More than 2 years	55	36.67%
Total	150	100%

4.1.9 Chart showing respondents have been using this sim



Interpretation:

From the above table it is interpreted that 36.67% of the respondents have been using this sim more than 2 years and 25.33% of the respondents have been using 1 year and 14% of the respondents have been using 6 months or less than 6 month and 8.67% have been using from its launch.

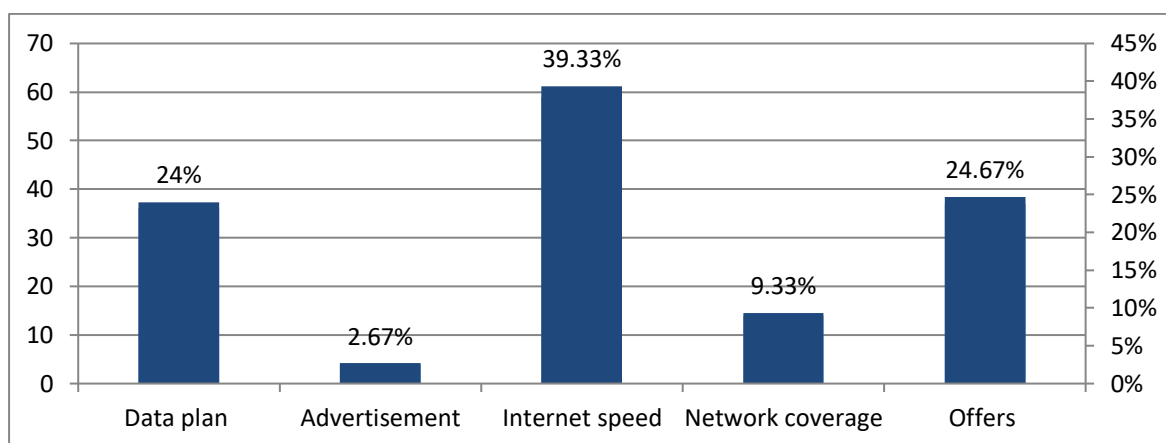
Inference:

Majority are 36.67% of the respondents are more than 2 years

4.1.10 Table showing which feature of jio convinced respondents to use this network service

Which feature of jio convinced respondents to use this network service	No of respondents	percentage
Data plan	36	24%
Advertisement	4	2.67%
Internet speed	59	39.33%
Network coverage	14	9.33%
Offers	37	24.67%
Total	150	100%

4.1.10 Chart showing which feature of jio convinced respondents to use this network service:



Interpreted:

From the above table it is interpreted that 39.33% of the respondents were convinced by internet speed and 24.67% of the respondents were convinced by offers and 9.33% of the respondents were convinced by network coverage and 2.67% of the respondents were convinced by advertisement.

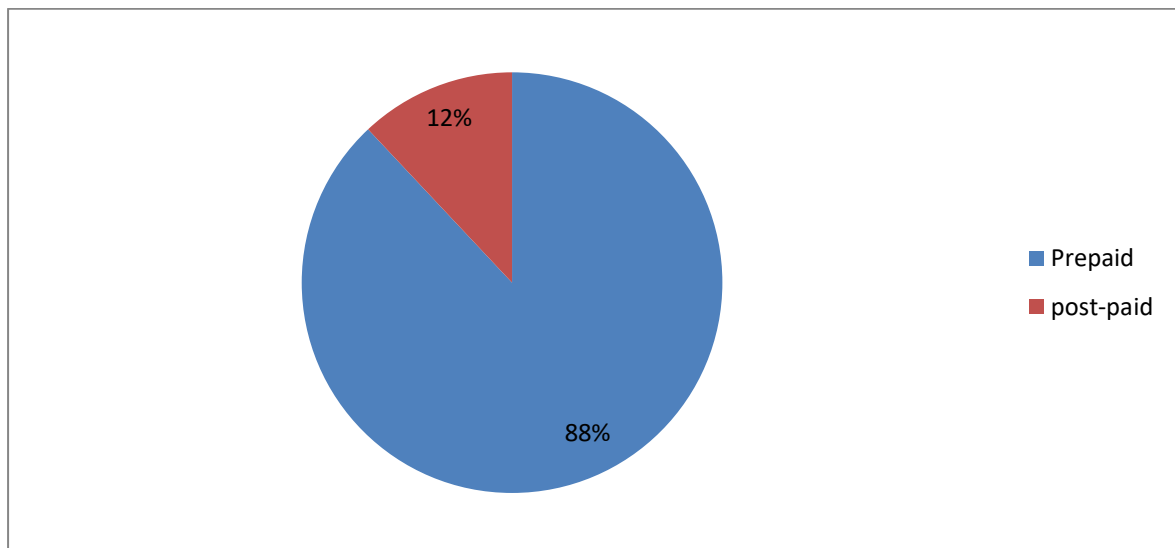
Inference:

Majority are 39.33% of the respondents are convinced by internet speed.

4.1.11 Table showing which plan under jio respondents are currently using

Jio Plan under respondents are currently using	No of respondents	Percentage
Prepaid	132	88%
post-paid	18	12%
Total	150	100%

4.1.11 Chart showing which plan under jio respondents are you currently using



Interpretation:

From the above table it is interpreted that 88% of the respondents are currently using prepaid plan and 12% of the respondents are currently using post-paid plan.

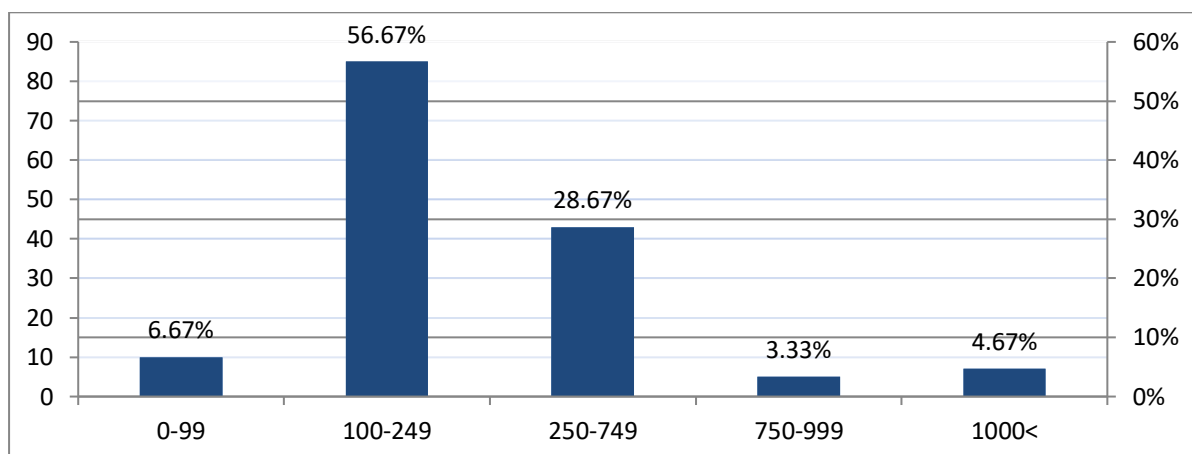
Inference:

Majority are 88% respondents are prepaid plan

4.1.12 Table showing how much respondents spending on current network plan

Respondents spending on current network plan	No of respondents	percentage
0-99	10	6.67%
100-249	85	56.67%
250-749	43	28.67%
750-999	5	3.33%
1000<	7	4.67%
Total	150	100%

4.1.12 Chart showing how much respondents spending on current network plan:



Interpretation:

From the above table it is interpreted that 56.67% of the respondents were spending rs.100-rs.249 on current network plan and 28.67% of the respondents were spending rs.250-rs.749 and 4.67% of the respondents were spending rs.1000< on current network plan and 6.67% of the respondents were spending rs.0-rs.99 on current network plan.

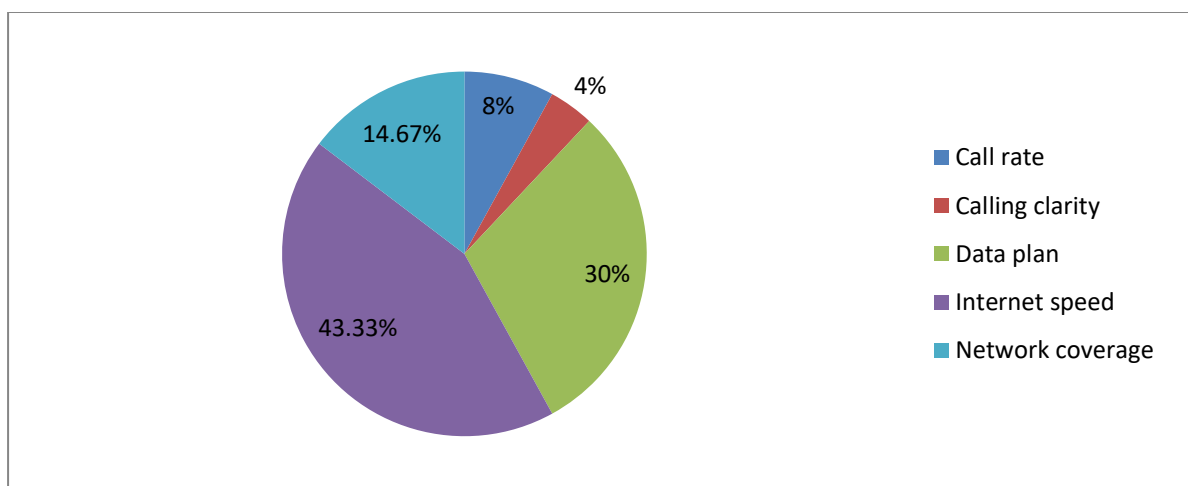
Inference:

Majority are (56.67%) respondents are rs.100 - rs.249

4.1.13 Table showing service that respondents like the most while using jio:

Service that respondents like the most while using jio	No of respondents	percentage
Call rate	12	8%
Calling clarity	6	4%
Data plan	45	30%
Internet speed	65	43.33%
Network coverage	22	14.67%
Total	150	100%

4.1.13 chart showing service that respondents like the most while using jio:



Interpretation:

From the above table it is interpreted that 43.33% of the respondents like internet speed the most while using jio and 30% of the respondents like data plan the most while using jio and 8% of the respondents like call rate the most while using jio and 4% of the respondents like calling clarity the most while using jio.

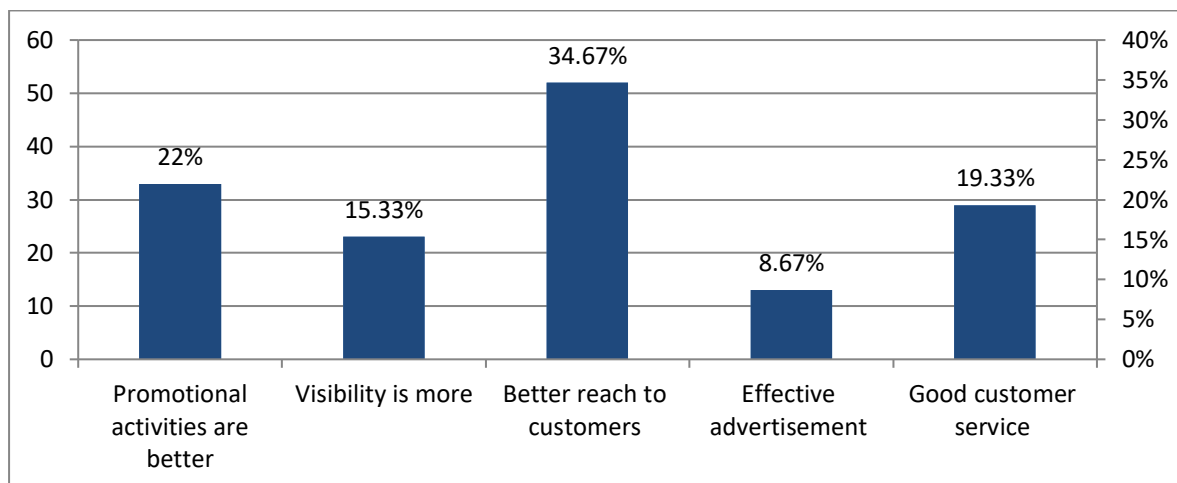
Inference:

Majority are (43.33%) respondents are internet speed

4.1.14 Table showing respondent's answer for the particular company is doing good in this sector:

Particular company is doing good in this sector	No of respondents	percentage
Promotional activities are better	33	22%
Visibility is more	23	15.33%
Better reach to customers	52	34.67%
Effective advertisement	13	8.67%
Good customer service	29	19.33%
Total	150	100%

4.1.14 Chart showing respondent's answer for the particular company is doing good in this sector:



Interpretation:

From the above table it is interpreted that 34.67% of the respondents were answer better reach to customers and 22% of the respondents were answer promotional activities are better and 15.33% of the respondents were answer visibility is more and 8.67% of the respondents were answer effective advertisement.

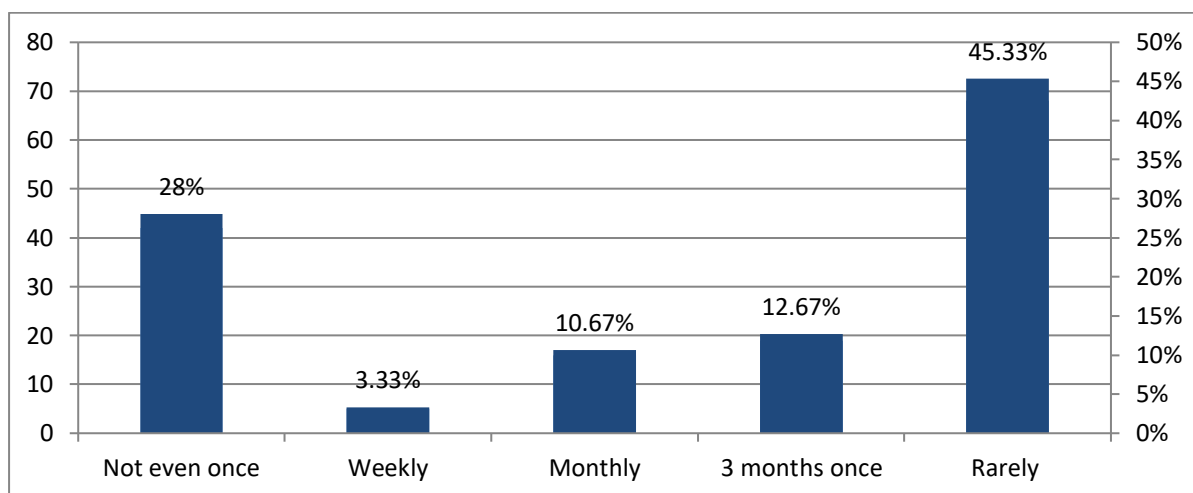
Inference:

Majority are 34.67% of the respondents answer better reach to customers

4.1.15 Table showing how many times respondents call at customer service:

How many times respondents call at customer service	No of respondents	percentage
Not even once	42	28%
Weekly	5	3.33%
Monthly	16	10.67%
3 months once	19	12.67%
Rarely	68	45.33%
Total	150	100%

4.1.15 Chart showing how many times customers call at customer service:



Interpretation:

From the above table it is interpreted that 45.33% of the respondents were call at customer service rarely and 28% of the respondents were call at customer service not even once and 10.67% of the respondents were call at customer service monthly and 3.33% of the respondents were call at customer service

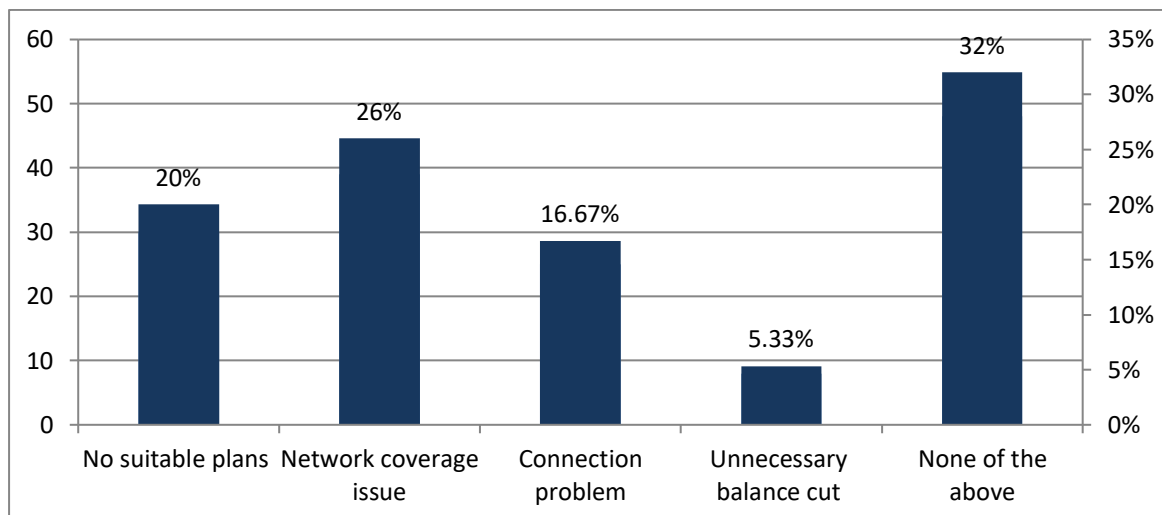
Inference:

Majority are 45.33% respondents are call at customer service rarely.

4.1.16 Table showing challenge with current providers:

Challenge with current providers	No of respondents	percentage
No suitable plans	30	20%
Network coverage issue	39	26%
Connection problem	25	16.67%
Unnecessary balance cut	8	5.33%
None of the above	48	32%
Total	150	100%

4.1.16 Chart showing challenge with current providers:



Interpretation:

From the above table it is interpreted that 32% of the respondents facing none of the options and 26% of the respondents facing network coverage and 16.67% of the respondents facing connection problem and 5.33% of the respondents facing unnecessary balance cut

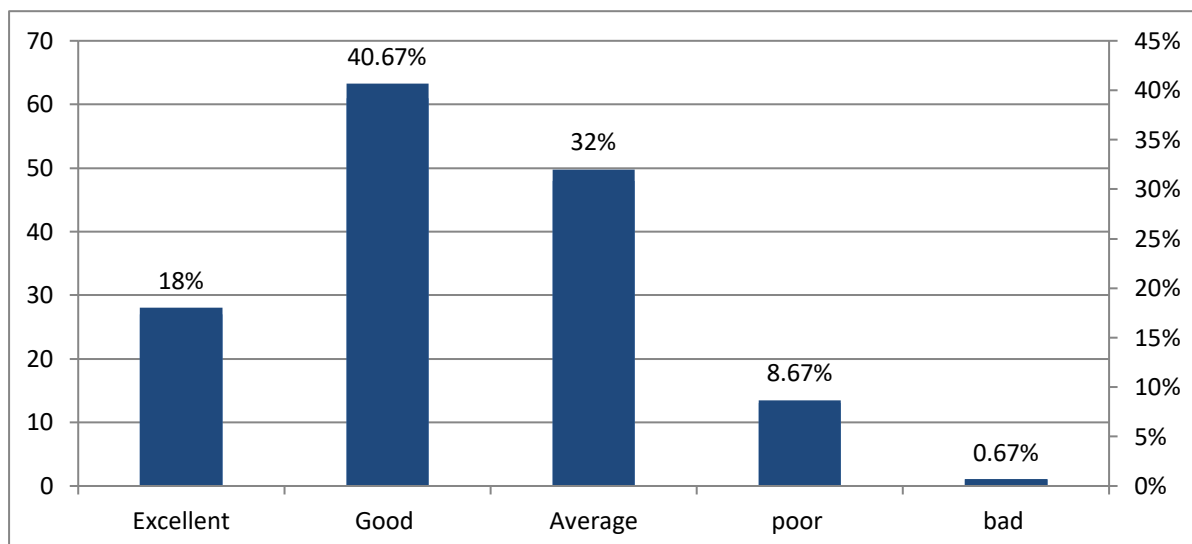
Inference:

Majority are 32% of the respondents are none of the options

4.1.17 Table showing ratings of network coverage:

Network coverage	No of the respondents	Percentage
Excellent	27	18%
Good	61	40.67%
Average	48	32%
poor	13	8.67%
bad	1	0.67%
Total	150	100%

4.1.17 Chart showing ratings of network coverage:



Interpretation:

From the above table it is interpreted that 40.67% of the respondents are gave the good as rating and 32% of the respondents are gave average as rating and 8.67% of the respondents gave poor and 0.67% were bad.

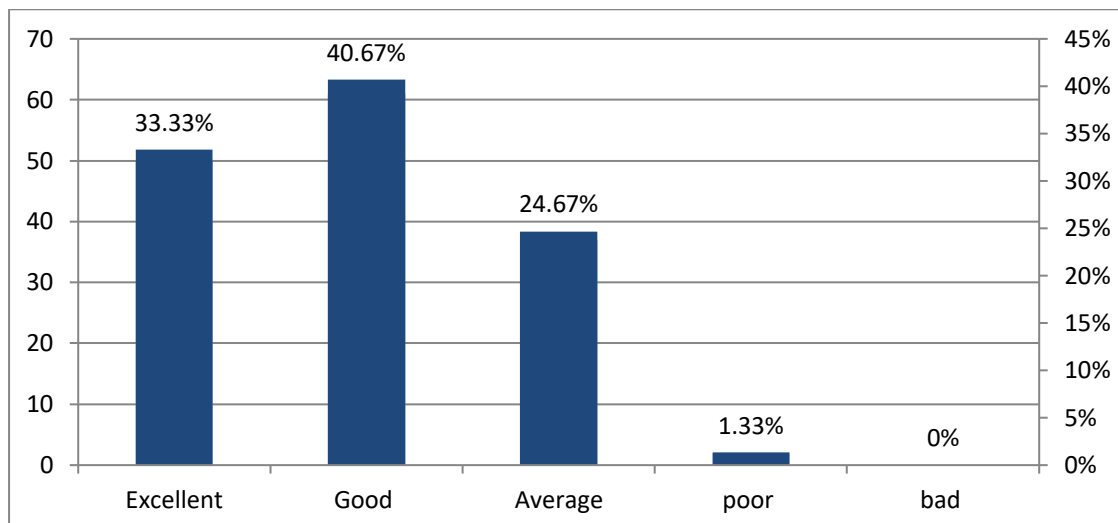
Inference:

Majority are 40.67% respondents are good as rating

4.1.18 Table showing ratings of internet speed

Internet speed	No of the respondents	percentage
Excellent	50	33.33%
Good	61	40.67%
Average	37	24.67%
poor	2	1.33%
bad	0	0%
Total	150	100%

4.1.18 Chart showing ratings of internet speed:



Interpretation:

From the above table it is interpreted that 40.67% of the respondents gave good and 33.33% of the respondents gave excellent and 1.33% of the respondents were given poor as rating and 0% of the respondent were gave bad as ratings.

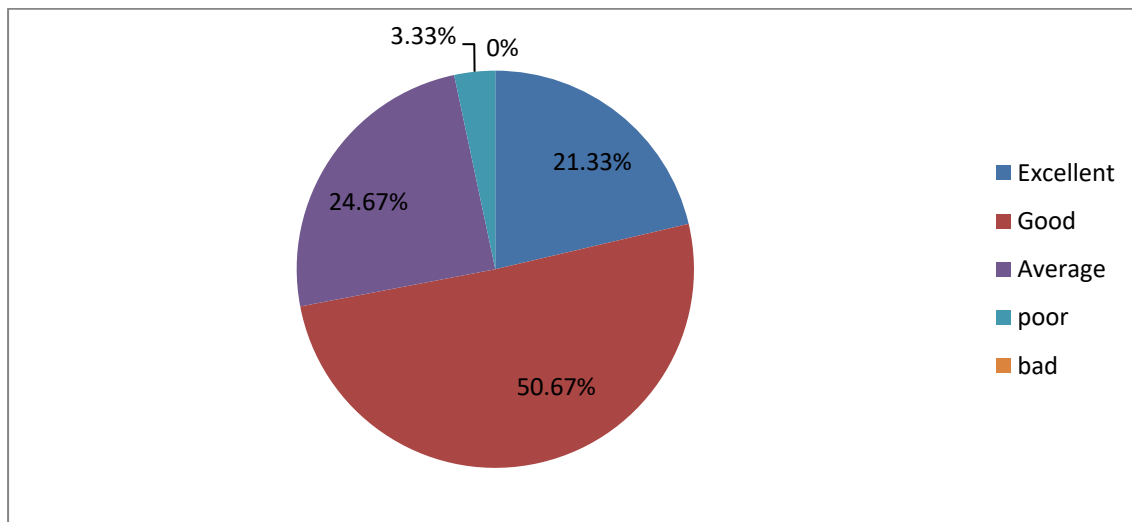
Inference:

Majority are 40.67% respondents are gave good

4.1.19 Table showing ratings of data plan

Data plan	No of the respondents	percentage
Excellent	32	21.33%
Good	76	50.67%
Average	37	24.67%
poor	5	3.33%
bad	0	0%
Total	150	100%

4.1.19 Chart showing ratings of data plan



Interpretation:

From the above table it is interpreted that 50.67% of the respondents gave good and 24.67% of the respondents gave 3.33% of the respondents were gave poor and 0% were gave bad

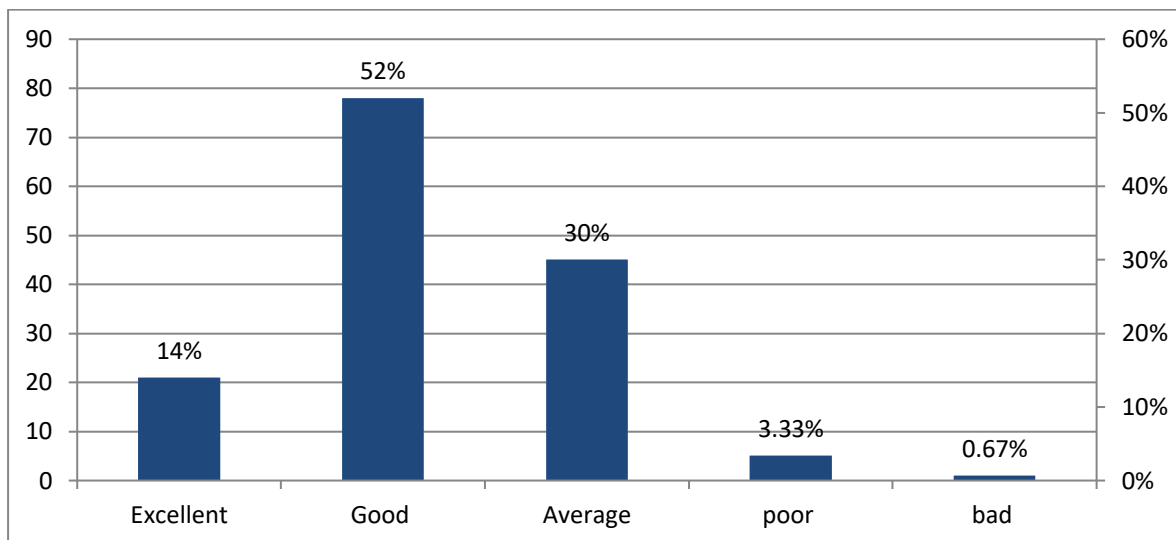
Inference:

Majority are 50.67% respondents were gave good

4.1.20 Table showing ratings of customer service:

Customer service	No of the respondents	Percentage
Excellent	21	14%
Good	78	52%
Average	45	30%
poor	5	3.33%
bad	1	0.67%
Total	150	100%

4.1.20 Chart showing ratings of customer service:



Interpretation:

From the above table it is interpreted that 32% of the respondents were gave good and 30% of the respondents were gave average and 3.33% of the respondents were gave poor and 0.67% of the respondents were bad.

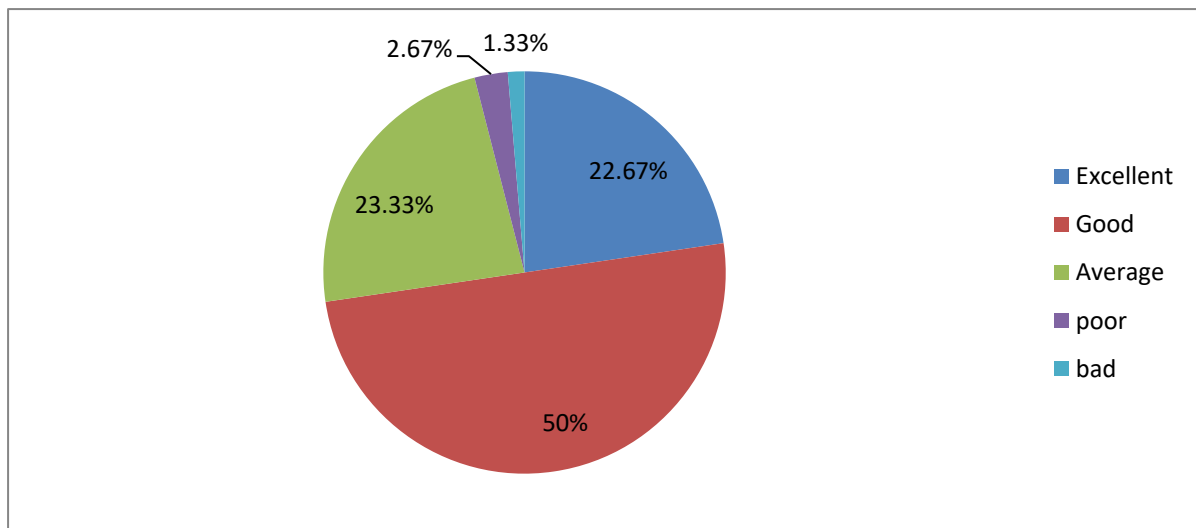
Inference:

Majority are 32% respondents are give good as rating

4.1.21 Table showing ratings of call rate:

Call rate	no of the respondents	Percentage
Excellent	34	22.67%
Good	75	50%
Average	35	23.33%
poor	4	2.67%
bad	2	1.33%
Total	150	100%

4.1.21 Cable showing ratings of call rate:



Interpretation:

From the above it is interpreted that 50% of the respondents were gave good as rating and 23.33% of the respondents were gave average as rating and 2.67% of the respondents were gave poor as rating and 1.33% of the respondents were gave bad as rating

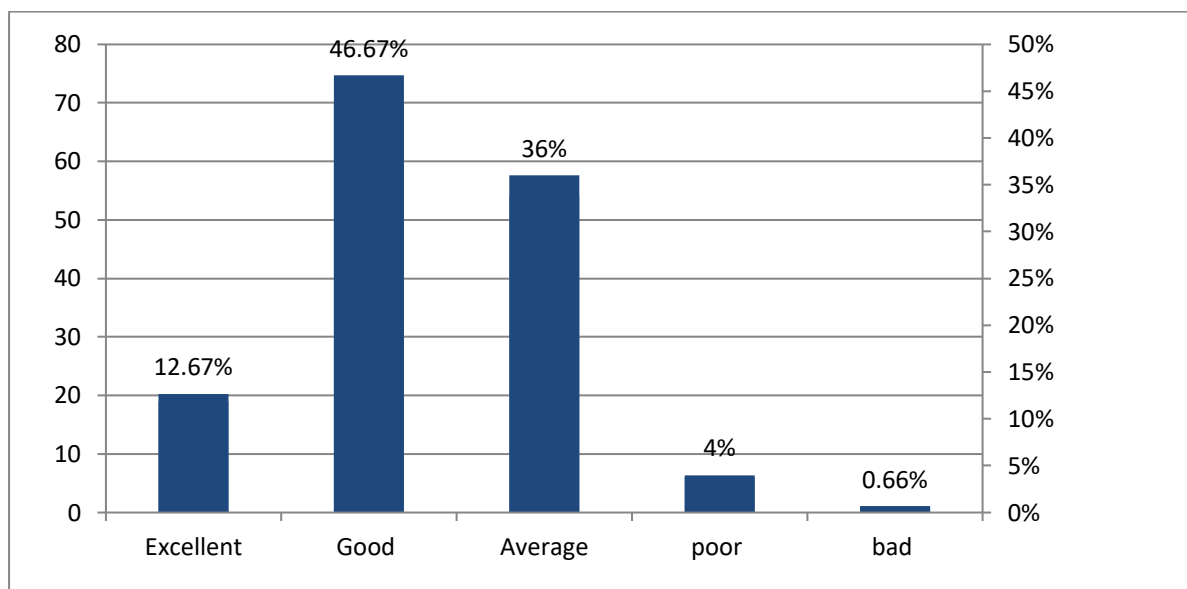
Inference:

Majority are 50% of the respondents are give good as rating

4.1.22 Table showing rating of calling clarity:

Calling clarity	No of the respondents	Percentage
Excellent	19	12.67%
Good	70	46.67%
Average	54	36%
poor	6	4%
bad	1	0.66%
Total	150	100%

4.1.22 Chart showing rating of calling clarity:



Interpretation:

From the above table it is interpreted that 46.67% of the respondents were gave good and 36% of the respondents were gave average and 4% of the respondents were gave poor and 0.66% of the respondents were gave bad

Inference:

Majority are 46.67% of the respondents are give good as rating

CHAPTER – 5

5.1 FINDINGS:

- Majority 57.33% of the respondents of gender are female
- Majority 87.33% of the respondents are unmarried
- Majority 68% of the respondents were belongs to the age group of 19-25 years
- Majority 62.67% of the respondent's education is under graduate (UG)
- Majority 55.33% of the respondent's occupation belongs to students
- Majority 83.33% of the respondents are currently using jio mobile network service
- Majority 46.67% of the respondents choose jio for internet speed
- Majority 51.33% of the respondents are know about jio from the source of friends and family suggest
- Majority 36.67% of the respondents are using for more than 2 years
- Majority 39.33% of the respondents are convinced by the feature of jio's internet speed
- Majority 88% of the respondents are using under prepaid plan of jio
- Majority 56.67%of the respondents are spending 100 – 249 on current network plan
- Majority 43.33% of the respondents like internet speed the most while using jio
- Majority 34.67% of the respondent's better reach to customers as answer of that jio the particular company is doing good in this sector.
- Majority 45.33% of the respondents are call at customer service rarely
- Majority 32% of the respondents answer none of the options for the challenge with current providers
- Majority 40.67% of the respondents were gave good as rating point to network coverage
- Majority 40.67% of the respondents were gave good as rating point to internet speed
- Majority 50.67% of the respondents were gave good as rating point to data plan
- Majority 52% of the respondents were gave good as rating point to customer service
- Majority 50% of the respondents were gave good as rating point to call rate
- Majority 46.67% of the respondents were gave good as rating point to calling clarity

5.2 SUGGESTION:

- JIO has to solve network coverage problem and ensure that every place has proper network coverage.
- Calling clarity is low so it should be improve as well
- It would be great if jio provide some new services
- Price cost shouldn't increase if jio want to maintain the customers now it's has.
- Connection problem has to solve and make sure jio provide stable network service.
- Most of the people suggest reducing cost of the packages.

5.3 CONCLUSION:

The present study confirms to know the perception and satisfaction of jio mobile network service in Pudukkottai district. The result of the study reveals the perception of the customers. Customers have good suggestion to improve jio mobile network service and maintain customers like them. Some of them are not possible to fulfil but major of their expectation can be fulfilled. The customers have good opinion on the service such as internet speed, offers, call rate, customer service. Thus customers were satisfied about jio and most of them looking for prober network coverage and cost reduce.

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APPENDIX - I

QUESTIONNAIRE:

1. Name (optional) : _____
2. Gender : 1) Male 2) Female
3. Marital Status : 1) Married 2) Unmarried
4. Age : 1) less than 18 2) 19-25yrs 3) 26-35yrs 4) 36-45
5) 46 above
5. Education : 1) less than SSLC 2)SSLC 3) HSC 4) Undergraduate
5) Post graduate 6) Diploma 7) OTHERS
6. Profession : 1) employee 2) Businessmen 3) Student
4) Others
7. What are you currently using the following mobile network?
 - A. Jio
 - B. Airtel
 - C. Vodafone
 - D. BSNL
 - E. Others
8. Reason for the selection of Jio
 - A. Internet speed
 - B. Data plan
 - C. Call rate (STD or local charge per call)
 - D. Calling clarity

E. Other

9. From which source you come to know about Jio?

A. Television advertisements

B. Newspaper

C. Friend or Family suggestion

D. Internet

E. Other:

10. How long you have been using this sim?

A. From its launch

B. 6 months or below 6 months

C. 1year

D. 2 years

E. More than 2 years

11. Which feature of Jio convinced you to use this?

A. Data plan

B. Advertisement

C. internet speed

D. network coverage

E. Offers

12. How much you spending on current network plan

A. 0-99

B. 100-249

C. 250-749

D. 750-999

E. 1000<

13. Which plan Under Jio are you currently using

- A. Prepaid
- B. Post paid

14. Which service do you like most while using Jio?

- A. Data services
- B. call rate
- C. network coverage
- D. Calling clarity
- E. Internet speed

15. Why the particular company is doing good in this sector.

- A. promotional activities are better
- B. Visibility is more
- C. better reach to customers
- D. effective advertisement
- E. Good customer service

16. How many times do you call at customer service?

- A. not even once
- B. weekly
- C. monthly
- D. 3 month once
- E. rarely

17. Challenge with current service providers

- A. No suitable tariff plans
- B. Network issue
- C. Connection problem
- D. Unnecessary Balance cut
- E. None of the above

18. Rate the services:

Service	Excellent	Good	Average	Poor	Bad
network coverage					
internet speed					
Data plan					
Customer service					
Call rate					
Call clarity					

19. Your Suggestion-----