

**A STUDY ON CONSUMER PERCEPTION TOWARDS
RELIANCE JIO NETWORK, TIRUPATI.**

**Submitted in partial fulfillment of the requirements for the award of
Bachelors of Business Administration**

by

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DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

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



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of GALI SHAMITHA (38280084) who carried out the project entitled “A study on consumer perception towards Reliance Jio Net work, Tirupati.” under my supervision from January 2021 to March 2021.

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DECLARATION

I GALI SHAMITHA (**38280084**) hereby declare that the Project Report entitled
“**A study on consumer perception towards Reliance Jio, Tirupati.**” done by
me under the guidance of Ms.M.Sivapriya, M.Com. M.Phil., PGDCA
at SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI
is submitted in partial fulfillment of the requirements for the award of
Bachelor’s of Business Administration degree.

DATE:

PLACE:

SHAMITHA G

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SHAMITHA G

ABSTRACT

Customer is the king-pin in the market. It is the customer who determines the growth, prosperity and even existence of the enterprise. The use of Jio sim has increased. Jio sim is arguably one of the most important things to happen to the telecom industry in the last five odd years. The majority of customers are satisfied with Jio sim. But the Reliance company should target at the rest of the customers those who are not satisfied. While comparing with the other mobile sim's Jio sim has number of advantages like low cost, minimum call rate, high speed etc., Thus at the end of the study the strong areas and weak areas was identified from the customers perspective. The sim availability and low cost being the strong areas and low speed being the weak areas.

Both primary data and secondary data have been used for conducting the study. Primary data is collected through questionnaire from a sample of 150 respondents, 120 out of 150 samples were using Jio sim as primary data. Secondary data has been collected from websites and Journals. Percentage analysis, ranking method was used for analyzing the data. Bar diagrams and tables were used for the customer representing data.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Jio soft launched on 27 December 2015 with a beta for partners and employees, and became publicly available on 5 September 2016. It is the largest mobile network operator in India and the third largest mobile network operator in the world with over 41.08 crore subscribers. In September 2019, Jio launched a fiber to the home services, offering home broadband, television and telephone services. Since April 2020, Reliance Industries has raised ₹152,056 crore by selling 32.97% equity stake in Jio platforms. The study for providing customer perception is the most crucial step of the company with internal 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 prices. Jio will transform the digital future of India with its pillars. Jio is committed to provide coverage across urban and major rural areas. Jio is aiming to lower 90% of India's population in the next 18-24 months. In February 2017, Jio announced a partnership with Samsung to work on LTE-advanced pro and 5G. Reliance jio also partnered with several OSS (operations support system) & BSS (Business support system) companies for the deployment of services. Reliance Jio Infocomm limited is a subsidiary of Reliance Industries limited, has built a world-class all IP data strong future proof network with the latest 4G LTE technology.

1.2 INDUSTRY PROFILE

Jio platforms limited is creating a massive digital ecosystem for a billion Indians with domain expertise across business verticals in the platform company. The platform company will not just provide world-class fixed mobile coverages connectivity, but also digital solutions across business verticals and the customer life cycle. Jio has made investments in excess of US\$50 billion since inception to create the largest and most advanced digital and connectivity ecosystems in India, with a rich bouquet of successful apps and platforms. Jio services span across connectivity and

cloud ,media, digital, commerce, financial services, gaming, education, healthcare, agriculture, Government to Citizens, smart cities and manufacturing. Jio envisages a significant opportunity in building a digital society for the citizens of the country,which besides catalyzing productivity and overall economic growth would also generate shareholder returns over the next several decades. Jio is geared up to touch the lives of over a billion Indians!

1.2.1 USED NETWORKS IN INDIA

- BSNL
- Idea
- Airtel
- Vodafone
- Aircel
- Tata dotcom

1.2.2 MARKET SIZE

According to the data released by the Telecom Regulatory Authority of India (TRAI), Reliance jio topped the chart with the largest portion of the market share (52.3%) followed by Bharthi Airtel (23.6%) and Vodafone Idea (VI) (18.7%) in the quarter ended March 2020. The number of internet subscribers in India surged turnover 743 Mn at the end of March 2020, making the growth of 3.4% on a sequential quarter basis. In February, Jio and Bharthi Airtel, added 6.25 Mn and 0.85 Mn customers respectively, even as VI lost 3.46 Mn of its customers. Total number of internet subscribers increased from 718.74 Mn at the end of December 2019 to 743.19 million at the end of March 2020, registering a quarterly growth rate of 3.40%. In terms of wireless internet subscribers, the number stood at 720.7 Mn (97% shares of overall pie) and wired internet subscribers were 22.4 Mn. A shopping 92.5% of overall internet subscribers used broadband for internet access - the internet subscribers base comprised. The broadband internet subscriber base increased by 3.85% from 661.94 Mn at the end of December 2018 to 687.44 Mn at the end of December 2019 to 687.44 Mn at the end of March 2020. Reliance jio led the charts again (53.76%) followed by Bharthi Airtel (24%) and Bharat Sanchar Nigam Ltd (BSNL) (50.3%).

1.2.3 INVESTMENTS

Jio platforms has become the new darling of international tech and private equity investors. In less than four weeks, Jio platforms has raised Rs 67,194.75 crore from leading technology investors. Jio platforms is a technology subsidiary of Reliance Industries that came to light when Facebook announced plans to invest \$5.7 billion for a 9.9 percent stake in the company last month. While Reliance Jio has been the star of Mukesh Ambani's conglomerate, Jio platforms has been building a digital platforms behind the scenes. However its origin can be tracked back to 2010 when Infotel Broadband services Limited, soent \$2.7 billion to win pan india license during broadband spectrum auction. The investment cycle in Jio platforms was kickstarted by Facebook with one of its biggest equity investments in April. Jio platforms has an equity value of 4.91 lakh crore and an enterprise value of Rs 5.16 lakh crore after the recent investment from silver lake. It has raised Rs 1,04,326.65 crore from the deals so far and has sold a total of 22.38 percent stake in the company.

1.2.4 GOVERNMENT INITIATIVES

Reliance Jio Infocomm Limited is an Indian telecommunications company and a subsidiary of jio platforms, headquarters 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. In September 2019, Jio launched a fiber to the home services, offering home broadband, television and telephone services. Since April 2020, Reliance Industries has raised ₹152,056 crore (US\$21 billion) by selling 32.97% equity stake in Jio platforms.

1.3 COMPANY PROFILE

Reliance jio Infocomm, 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. In may 2016, jio launched a bundle of its

upcoming 4G services. While the apps are available to download for everyone, a user will require a Jio sim card to use them. JIO is a company providing wireless telecom products and services. It offers voice, data, and messaging services, as well as distributes smart phones and hotspot devices. The company also provides such products as Jio Fibre, iPhone, joiner Wi-Fi, LYF smart phone, and a range of jio apps. RJIL holds spectrum in 1800MHz (across 14 circles) and 2300 MHz (across 22 circles) capable of offering fourth generation wireless services. RJIL plans to provide seamless 4G services using FDD-LTE on 1800MHz and TDD-LTE on 2300MHz through an integrated ecosystem. RJIL is also deploying an enhanced packet core network to create futuristic high capacity infrastructure to handle huge demand for data ,the 4G network will provide voice services from/to non RJIL networks.

1.3.1 CORPORATE GOVERNANCE

In accordance with clause 49 of the listing agreement with BSE limited and the National stock Exchange of India Limited ,the report containing the details of corporate Governance systems and processes at Reliance Industries Limited. At Reliance Industries Limited, corporate Governance is all about maintaining a valuable relationship and trust with all stakeholders.We consider stakeholders as partners in our success,and we remain committed to maximizing stakeholders value,be it shareholders,employees,suppliers,customers,investors,communit ies or policy makers.This approach to value creationemanates from our belief that sound governance system, based on relationship and trust,is integral to creating enduring value for all.We have a defined policy framework for ethical conduct of businesses.we believe that any business conduct can be ethical only when it rests on the six core values of customer value,Ownership mindset,Respect,Integrity,one team and Excellence. Presidents of jio company

MATHEW OOMMEN

Over twenty five years of experience shaping telecommunications, technology, internet services and application platforms across the global service provider industry.Extensive,indepth experience in wireless,open source and cloud native platforms,internet,multimedia and entertainment, driving transformation in digital services across verticals. Hands on executive with the ability to strategically madh up products and technologies,leveraging VR and AR,IOT,devices,applications

etc.Using a cloud based delivery model offering solutions across consumer and enterprise business.Driving the application of analytics, but data, and AI to expand opportunities for monetization and customization of services and solutions for exceptional value creation and customer experience. The ability to visualize market trends and leverage emerging technologies to deliver affordable high value services and solutions in a hyper competitive market.Focused effort on ensuring security is embedded across network,systems, platforms, devices,applications, processes and people enabling prevention, detection, containment and recovery.

1.3.2 BRANDING AND LOGO

Reliance jio on Friday unveiled its logo and first hoardings for its 4G smartdevices under the brand name LYF, ahead of the Amravatgi Marathon that it is sponsoring in vijayawada.The marathon is to be kicked off by Andhra pradesh Chief Minister N.Chandrababu Naidu on Sunday.The pictures of the hoardings—up on 100 pole-kisoks lined up for the marathon were posted with 12 special Telugu emojis and were also made available on Twitter handle @JioAmaravathi and Twitter hashtag#JioAmaravathi. The handsets under the brand name LYF-which actually does not translate into anything specific and is just a marketing move—are thus far available only to Reliance Industries employees.These were on sale after the beta launch by actor Shah Rukh Khan,music composer A.R.Rahman ,who performed for over 100,000 of the company’s RIL staff gathered in a corporate town hall in over 1,050 locations across India.The LYF sets are dual-SIM and support both the company’s as well as a third-party network,officials said. The employees in the firm are also being offered special Wi-Fi devices,delivering up to 50-70 Mbps of speed and capable of connecting to 10 parallel devices at the same time.LYF sets are dual SIM and support jio sim as well as third party network.



1.3.3 BUSINESS OVERVIEW

The company was registered in Ambawadi,Ahmedabad,Gujarat on 15 february 2007 as Infotel Broadband Services Limited.In june 2015,Jio announced that it would start its operations throught

the country by the end of 2015. However, four months later in October, the company postponed the launch to the first quarter of the financial year 2016-2017.

Later, in July 2015, a PIL filed in the supreme court by an NGO called the centre for public interest litigation, through Prashant Bhushan, challenged the grant of a pan-India license to Jio by the Government of India. The PIL also alleged that the firm was being allowed to provide voice telephony along with its 4G data service, by paying an additional fee of just Rs 165.8 crore which was arbitrary and unreasonable and additional fee of just Rs 2,284.2 crore to the exchequer. The Indian Department of Telecommunications, however explained that the rules for 3G and BWA spectrum didn't restrict BWA winners from providing voice telephony. As a result, the PIL was revoked and the accusations were dismissed.

1.3.4 JIO AWARDS

Reliance jio on Tuesday jio has won 3 awards at Golden Globe Tigers Award 2019. Jio and two of its pioneering initiatives have been recognised for bringing unique and meaningful benefits of digital life to Indians.

Reliance jio Infocomm Ltd. Was conferred the Market Leadership Award for connecting over 300 million Indians on the world's largest mobile data network.

Jio is a world class all-IP strong future proof network with latest 4G LTE technology. It is the world's largest wireless broadband service provider.

CHAPTER 2

REVIEW OF LITERATURE

2.1 INTRODUCTION

In the chapter, the researcher has made an attempt to study and understand the complex concepts of consumer perception. This attempt includes understanding the basic concepts of customer experience, analysing research studies made by earlier researchers in respect of consumer perception in telecommunication industry. For this, the researcher has used various books, research Journals and websites. The detailed list is further elaborated in the Bibliography. Through this literature Survey researcher want to find out which are important parameters of customer experiences in respect of Reliance jio.

2.2 LIST OF REVIEWS

PM Madhavan, A CHIRPUGKAR(2020)-PalArch journal of Reliance jio infocomm Ltd on indian economy. A Study on symbiosis institute of digital Telecom management..... ParvathyM

Muthaliff, K Karpagam, G Aarthi-Journal of management, 2020-After the globalisation of India's economy in the year 1991, the telecommunication industry remained one of the most booming sectors among other major industries in India. In recent years dramatic and rapid changes are seen in the field of telecommunications.

V Rudramurthy, M Sendhil kumar, 2019-It measures how your company's goods and services satisfy or go beyond customer expectations, customer satisfaction is defined as the number of customers or the reported experience of a company product of service, as a percentage of total customers.

P Nagesh , G Nijaguna 2019-This project work was done at Reliance jio Infocomm limited, Doddaballapura. Reliance jio Infocomm limited provides broadband services to their customers. Reliance jio Infocomm limited was formerly known as Infotel..., Broadband services

limited.

SK Mohapatrav,US Mishra-Revista ESPACIOUS 2019-The basic purpose of this paper was to examine the casualty between 4G cellular service customers life style profiles and their perception on product innovation.The study was based on field survey in odisha state of India and explorary in nature.

C Mali,P Shrimali 2018- Now a days the india telecom sector is one of the huge and driving businesses on the planet interfacing distinctive parts of the nation through different modes of communication.Now the connecting services like phn,satellite and web are in lead role.

AA Deoskar 2019- The shodhganga @ INFLINBET centre provides a platform for research students to deposit their ph.D. These make it available to the entire scholarly community in open access.

Review of literature **Abhishek kumar singh and malharpangrikar 2018**,they conclude their study that 4G resolution is started in pune by Airtel.

JT Gowda,CP on 2018-Reliance communications have been indulged in doing a tremendous job for years now as they have focused their customers to be loyal and satisfied by their post paid services.It is the offer they provide to their customers have bought their image to succeed and satisfy.

V.Sardana,S.Singhania.....Journal of resources in Finance 2018,This paper reviews the cortical literature on the growth of digital and information technology in the Indian banking industry.The stupendous advancements in digital technology have transformed the way banks operate.

S Laddha,A.Trivedi-Asia Pacific Journal of Research in business 2017-As per the published news in information Reliance Jio l`d in increasing its demand and having a target of 1 million subscribers in the saturated market telecom in India.Various marketing strategies adopted by Reliance to achieve the said target including free services.

S Nair 2017-sentiment analysis provides insights from social data beyond social KPLs.It is evolving as one of the useful research methods in marketing and involves the processes of natural language and text to understand electronic world of mouth(ENON).

Review of literature..... **Kalyani(2016)**, In this review paper,composed facts and data are very vibrant that market is achieved by `Reliance jio effect`.....Indian mobile industry is one of the fastest growing industries in the world.Currently India is the world`s second largest telecommunication market and still growing.The mobile economy of india is growing rapidly and will contribute significantly to India`s gross domestic product.

M AL-Zadjall,HAI-Jabri ,2015-Mobile banking is a technology trend that is leveraged to become very important channel for banks to complete and deliver their services to customers.Knowing how to enhance this service is going to return positively on the earnings of the bank.

Ss Sudeesh 2015-customer satisfaction is the degree of satisfaction provide by the goods or services of a company as measured by the number of repeat customers.The main objective of the study is to compare the services rendered by Airteland Vodafone.

M Ibrahim 2014-The aim of this paper is to investigate the impact of factors like consumers perception ,advanced telecom services ease of use , low cost and quality towards use of telecom services in Pakistan,with the specific onjectives to develop the technology.

SD Menon 2014-consumer perception is defined as the way consumer usually view or feed about certain services and products.It is also related Introduction to customer satisfaction which is the expectation of the customer towards the products or services.

Data analysis and interpretationMost of the literatures reviewed were not specific to metro area Mumbai.....Birudavolu.S-2011,A study of open innovation in telecommunication services.This research is an earnest endeavour made to understand what makes a consumer of mobile services choose a particular service provider in current competition scenario particularly with reference to recent launch of Reliance Jio.

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. Describe the relationship of each work to the others under consideration. Identify new ways to interpret, and shed light on any gaps in, previous research. Resolve conflicts amongst seemingly contradictory previous studies. Point the way forward for further research.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 NEED FOR THE STUDY

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer experience towards network. This time research methodology is framed for the purpose of finding the level of consumer perception and changing trends of the customer expectations.

3.2 SCOPE OF THE STUDY

The Research measures the experiences of customers.

Defines and analyses the experiences based on key deliverables.

Gains insights into customer expectations.

Customer experiences how customers engage with company and brand throughout the entire arc of being a customer.

3.3 OBJECTIVE OF THE STUDY

This project is designed mainly to identify and evaluate the customers response towards network services provided by Reliance Jio.

3.3.1 PRIMARY OBJECTIVE

A study on consumer perception towards Reliance Jio networks.

3.3.2 SECONDARY OBJECTIVE

To study on perception towards networks.

To understand customer`s perception towards the front office services provided by Reliance Jio.

To study on perception towards the network and services.

3.4 RESEARCH DESIGN

Type of research : Descriptive.

Sampling area : Tirupati.

Sample size : 150.

Sampling method : Convenience sampling.

Data collection method used for study

Primary data : Collected directly from the respondent with the help of questionnaire.

Secondary data : Journal, company websites, conference proceedings(already published data collected from authentic sources)

Tools used for analysis : Percentage analysis, bar chart and pie charts.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

Table 4.1.1: Gender of the respondents

S. no	Particulars	No of respondents	Percentage
1	Male	69	46.00
2	Female	81	54.00
Total		150	100.00

Source : Primary data.

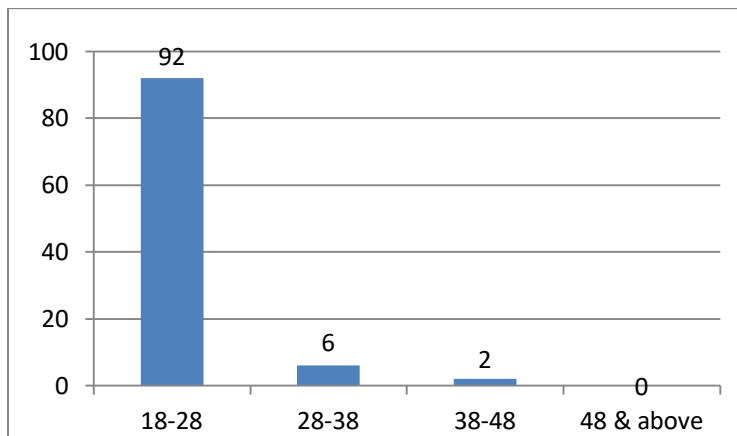


Chart 4.1.1 : Gender of the respondents.

Interpretation

From the above table, it is interpreted that the number of female respondents are 54% and male respondents are 46%.

Inference :

Majority(54%) of the respondents are females.

4.1.2: Age of the respondents

S.no	Particulars	No of respondents	Percentage
1	18-28	138	92.00
2	28-38	9	6.00
3	38-48	3	2.00
4	48 and above	0	0
TOTAL		150	100.00

Source : Primary data

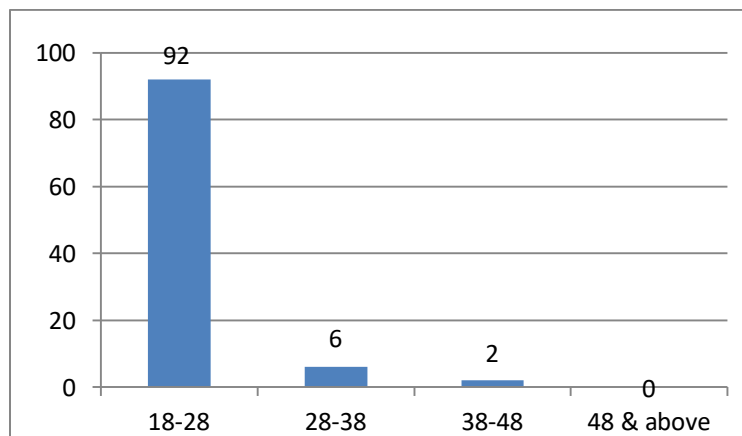


Chart 4.1.2 : Age of the respondents

Interpretation :

From the above table it is interpreted that the number of respondents between 18-28 age of respondents are 92 %,between 28-38 age of respondents are 6%, between 38-48 age of respondents are 2%, 48 and above age of respondents are zero.

Inference

Majority(92%) of the respondents are age between 18-28 years.

4.1.3 : Education of the respondents

S.no	Particulars	No of respondents	Percentage
1	<10th	6	4%
2	12th	33	22%
3	Graduate	87	58%
4	Post graduate	24	16%
TOTAL		150	100

Source : Primary data.

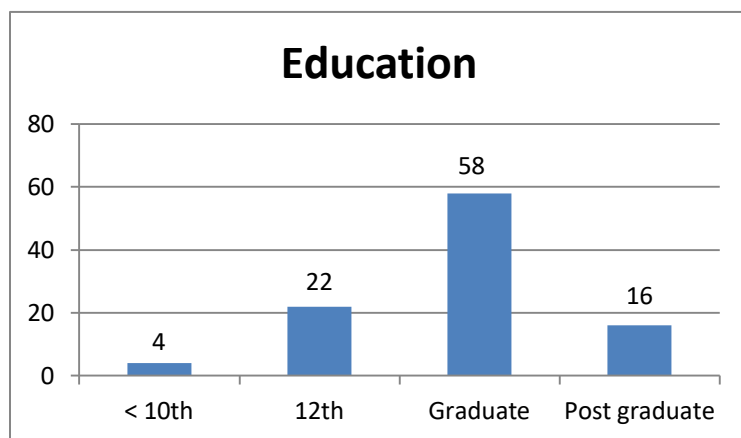


Chart 4.1.3 : Education of the respondents.

Interpretation

From the above table, it is interpreted that the number of respondents below 10th is 4%, 12th is 22%, graduate is 58%, and post graduation is 16%.

Inference:

Majority(58%) of the respondents are graduates.

Chart 4.1.4 Occupation of the respondents

S.NO	Particulars	No of respondents	Percentage
1	Private employees	27	18%
2	Govt employees	9	6%
3	Business	6	4%
4	Others	108	72%
TOTAL		150	100

Source : Primary data

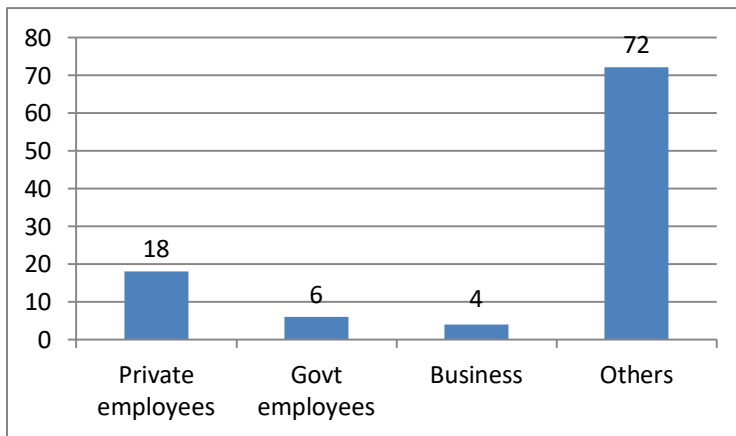


Chart 4.1.4 : Occupation of the respondents

Interpretation:

From the above table it is interpreted that the number of respondents were 72 % are others, 18% are private employees , 6% are government employees and 4% are business.

Inference :

Majority(72%) of the respondents are others.

4.1.5: Income of the respondents

S no	Particulars	No of respondents	Percentage
1	Below 10,000	57	38
2	10,000-20,000	33	22
3	20,000-40,000	30	20
4	Above 40,000	30	20
TOTAL		150	100

Source : Primary data

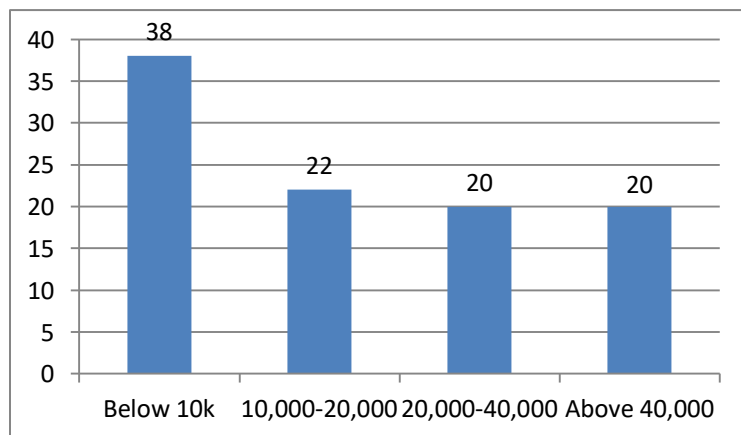


Chart 4.1.5 : Income of the respondents

Interpretation:

From the above table, it is interpreted that the number of respondents were 38 % are below 10,000, 22% are 10,000 to 20,000, 20% are 20,000-40,000, 20% are 40,000 and above.

Inference :

Majority(38%) of the respondents are below 10,000 salary.

4.1.6. Number of networks used by the respondents.

S no	Particulars	No of respondents	Percentage
1	One	94	62.66
2	Two	47	31.33
3	More than 2	9	6.00
TOTAL		150	100

Source : Primary data

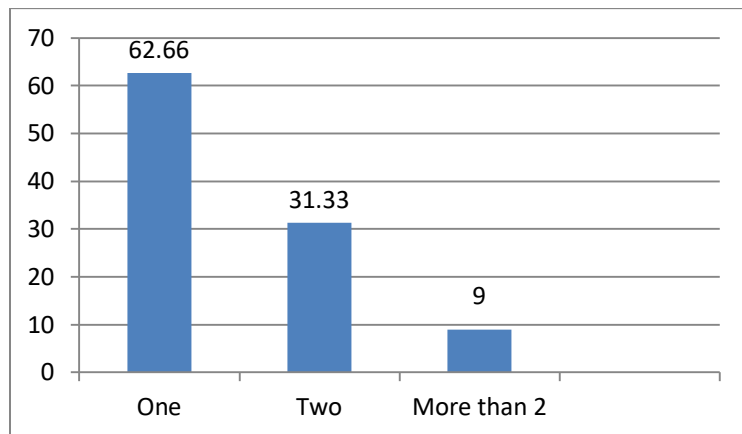


Chart 4.1.6: Number of networks used by the respondents

Interpretation :

From the above table it is interpreted that the number of respondents were 61.66% are using one network, 31.33% are using two networks, 9% wre using more than two networks.

Inference :

Majority 61.66% of the respondents are using one network.

4.1.7 Main reasons for using Reliance Jio network

S no	Particulars	No of respondents	Percentage
1	Unlimited data services	41	27.33%
2	Free roaming calls	21	14%
3	Network coverage	14	9.33%
4	Jio sim cards are free	0	0
5	4G Services	44	29.33%
6	Other reasons	30	20%
TOTAL		150	100

Source : Primary data

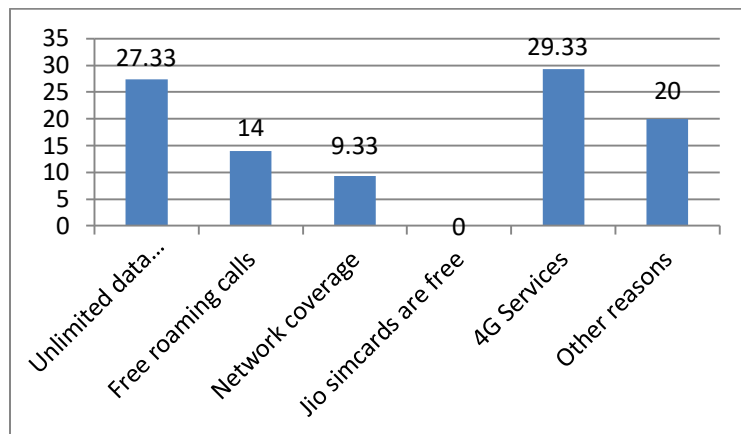


Chart 4.1.7 Main reasons for using Reliance Jio network

Interpretation :

From the above table, it is interpreted that 27.33% of the respondents are using for unlimited data, 14% of the respondents are using for free roaming calls, 9.33% of the respondents are using for network coverage, 0% of the respondents for Jio sim cards are free, 29.33% of the respondents are using for 4G services, 20% of the respondents are using with other reasons.

Inference :

Majority(29.33%) of the respondents are using for 4G services.

4.1.8 : Ratings of their experiences with the Reliance Jio network

S no	Particulars	No of respondents	Percentage
1	Excellent	32	21.33%
2	Good	98	65.33%
3	Average	11	7.33%
4	Below Average	3	2%
5	Poor	6	4%
TOTAL		150	100

Source : Primary data

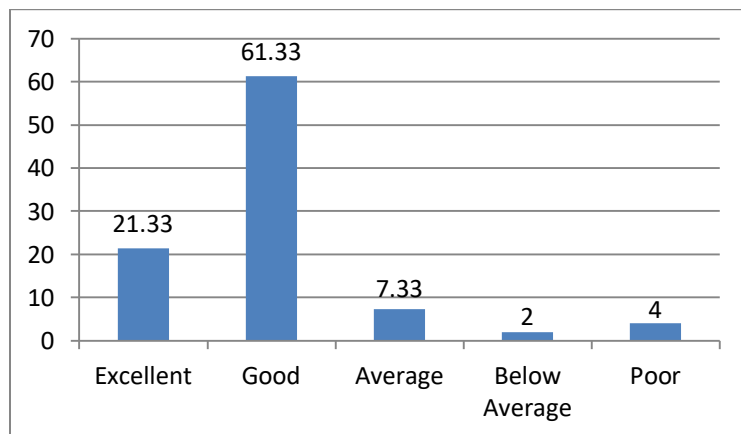


Chart 4.1.8 Ratings of their experience with Reliance Jio Network.

Interpretation:

From the above table, it is interpreted that 21.33% of the respondents has given excellent, 65.33% of the respondents has given good, 7.33% of the respondents has given average, 2% of the respondents has given below average, 4% of the respondents has given poor.

Inference :

Majority(65.33%) of the respondents has given good.

4.1.9 : The main sources of information about Jio.

S.no	Particulars	No.of respondents	Percentage
1	Friends & relatives	86	57.33%
2	Advertisements	23	15.33%
3	Mouth publicity	5	3.33%
4	Others	36	24%
TOTAL		150	100%

Source: Primary source

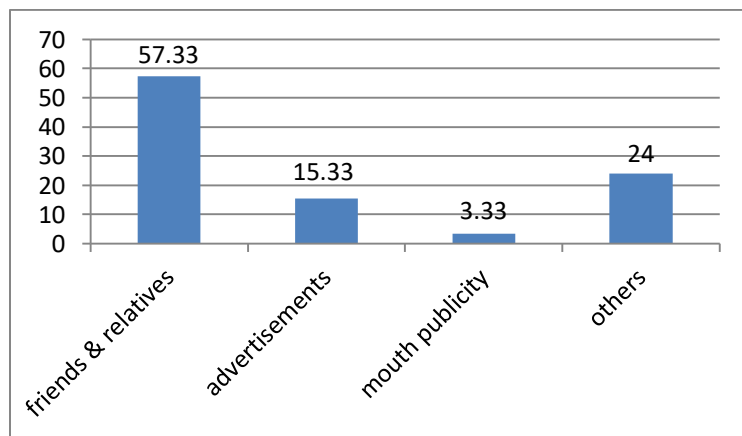


Chart 4.1.9 : The main sources of information about Jio

Interpretation:

From the above table it is interpreted that 57.33% of the respondents were friends & relatives,15.33% of the respondents were through advertisements,3.33% of the respondents were through mouth publicity,24 % of the respondents were others.

Inference

Majority(57.33%) of the respondents were from friends and relatives.

4.1.10: Reasons for using services of jio network on phones.

S.No	Particulars	No of respondents	Percentage
1	4G service	105	70%
2	Connectivity	36	24%
3	Recharge plans	39	26%
4	Easy access	24	16%
5	Availability of networks in various places	13	8.66%
6	Less expensive	24	16%
7	Secured	6	4%
8	Customer services	9	6%
TOTAL			

Source : Primary data.

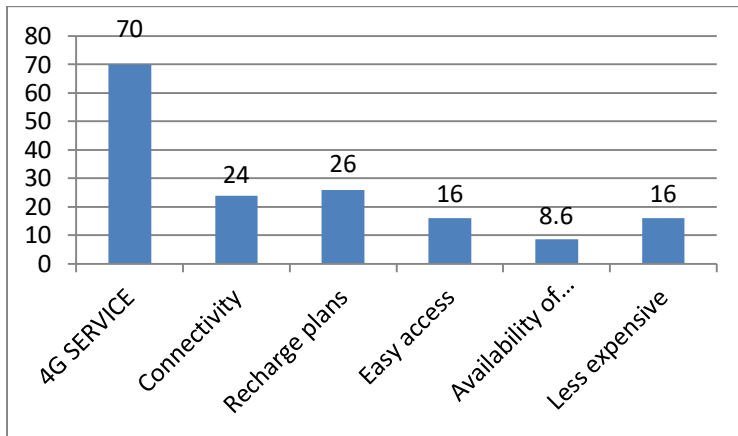


Chart 4.1.10 : Reasons for using services of Jio network on phones.

Interpretation:

From the above table it is interpreted that 70% of the respondents are using for 4G service,24% of the respondents are using for connectivity,26% of the respondents are using for best recharge plans,16% of the respondents are using for easy access,8.6% of the respondents are using for availability of networks in various places,16% of the respondents are using for less expensive,4% of the respondents are using for security,6% of the respondents are using for customer services.

Inference:

Majority (70%) of the respondents are using for 4G services.

4.1.11: Awareness levels of people towards jio networks

S no	Particulars	No of respondents	Percentage
1	Fully aware	52	34.66%
2	Extremely aware	31	20.66%
3	Very aware	31	20.66%
4	Somewhat aware	46	24%
TOTAL		150	100%

Source : Primary data

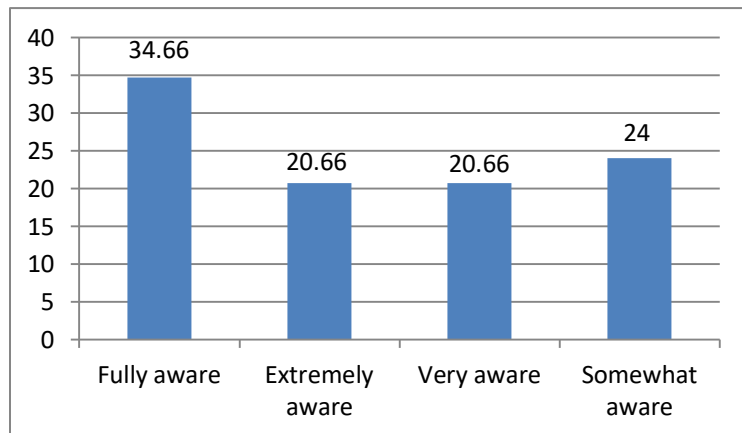


Chart 4.1.11 Awareness levels of people towards Jio Network

Interpretation :-

From the above table, it is interpreted that 34.66% of the respondents are fully aware, 20.66% of the respondents are extremely aware, 20.66% of the respondents are very aware, 24% of the respondents are somewhat aware.

Inference :

Majority(34.66%) of the respondents are fully aware.

4.1.12 : Satisfactory levels of respondents towards Jio

S No	Particulars	No of respondents	Percentage
1	Highly satisfied	28	18.66%
2	Satisfied	79	52.66%
3	Neutral	43	28.66%
4	Not satisfied	0	0%
TOTAL		150	100%

Source : Primary data

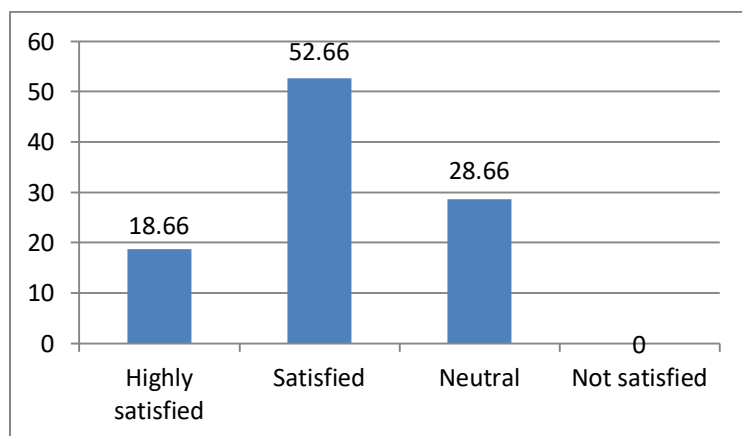


Chart 4.1.12 Satisfactory levels of respondents towards Jio network.

Interpretation:

From the above table, it is interpreted that 18.66% of the respondents are highly satisfied, 52.66% of the respondents are satisfied, 28.66% of the respondents are satisfied, 0% of the respondents are satisfied.

Inference :

Majority(52.66%) of the respondents are satisfied.

4.1.13 : Preference of Jio sim in their phone

S no	Particulars	No of respondents	Percentage
1	Primary sim	136	90.66%
2	Secondary sim	14	9.33%
TOTAL		150	100

Source : Primary data

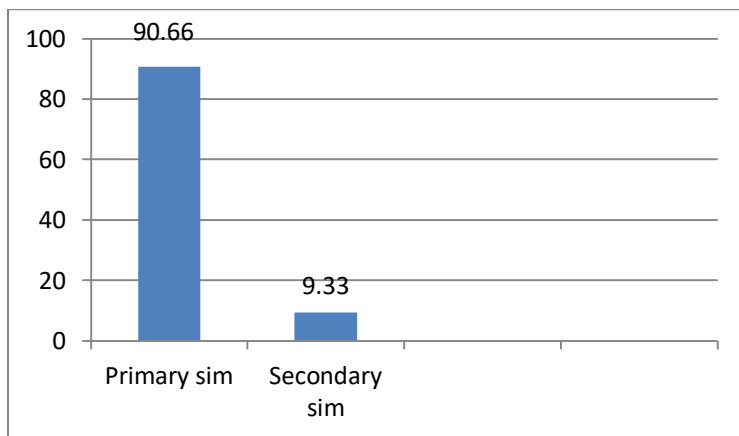


Chart 4.1.13 : Preference of Jio sim on your phone

Interpretation :

From the above table, it is interpreted that 90.66 % of the respondents were using as primary sim, 9.33 % of the respondents were using as secondary sim.

Inference :

Majority(90.66%) of the respondents were using as primary sim.

4.1.14 : Type of payment

S no	Particulars	No of respondents	Percentage
1	Prepaid	139	92.66%
2	Postpaid	11	7.33%
TOTAL		150	100%

Source : Primary data

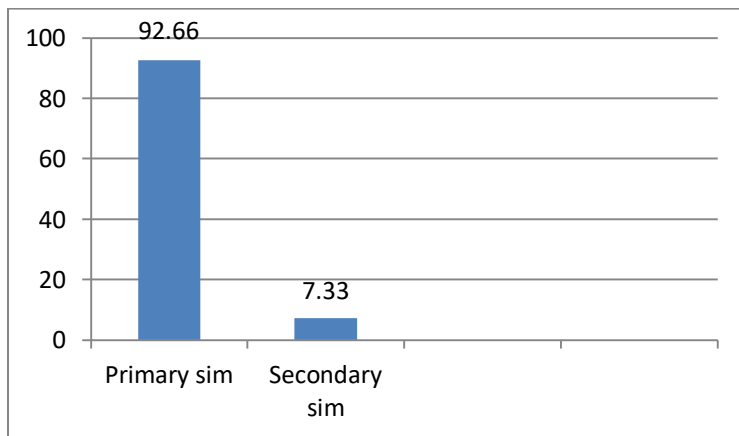


Chart 4.1.14 : Type of payment

Interpretation :

From the above table, it is interpreted that 92.66% of the respondents are using as prepaid, 7.33% of the respondents are using as postpaid.

Inference :-

Majority(96.6%) of the respondents are using prepaid.

4.1.15: Monthly spends on your mobile phone including all via.,voice,data etc...

S.no	particulars	No. of respondents	Percentage
1	0-99	36	24%
2	100-249	48	32%
3	250-499	45	30%
4	500 & above	21	14%
TOTAL		150	100%

Source: Primary data

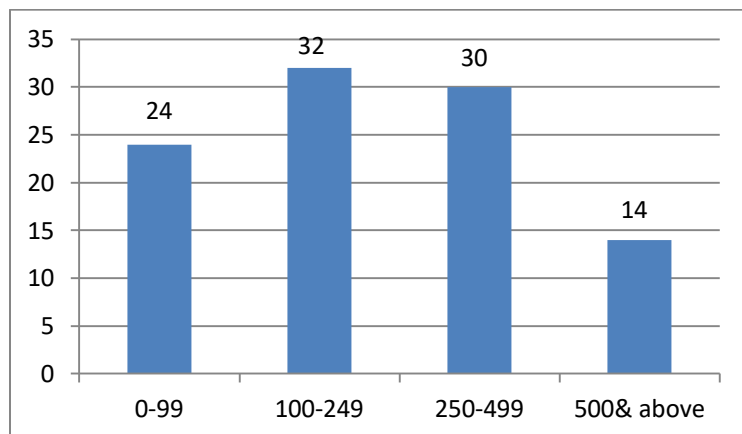


Chart 4.1.15 : Monthly spends on your mobile phone including all via.,voice, data etc

Interpretation:

From the above table it is interpreted that 24% of the respondents are spending 0-99,32% of the respondents are using 100-249,30% of the respondents are using 250-499,14% of the respondents are using 500 & above.

Inference:

Majority (32%) of the respondents are using 100-249.

4.1.16: Duration of using Reliance Jio

S NO	Particulars	No of respondents	Percentage
1	Less than a month	7	4.66%
2	1-3 months	33	22%
3	3-9 months	40	26.66%
4	Still a user	70	46.66%
TOTAL		150	100%

Source : Primary data

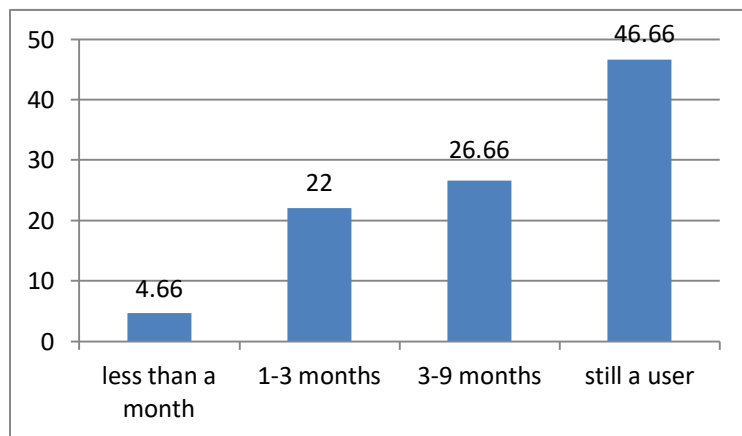


Chart 4.1.16 : Duration of using Reliance Jio

Interpretation:

From the above table it is interpreted that 4.66% of the respondents are using it from less than a month, 22% of the respondents are using from 1-3 months, 26.66% of the respondents are using from 3-9 months, 46.66% of the respondents are still users.

Inference:

Majority(46.66%) of the respondents are still users.

4.1.17:Challenges with the current service provider.

S no	particulars	No.of respondents	Percentage
1	No suitable tariff plans	21	14%
2	Network issues	48	32%
3	Connection problems	42	28%
4	Unnecessary balance cuts	15	10%
5	Do not get bill on time (post paid)	0	0
6	No issues	24	16%
TOTAL		150	100%

Source: Primary data

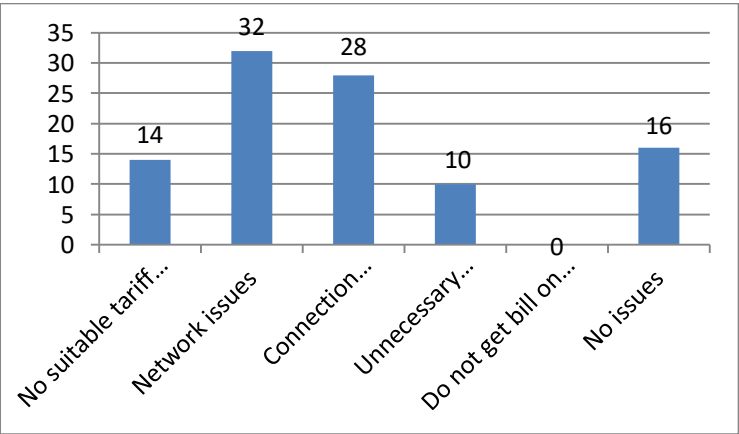


Chart 4.1.17 Challenges with the current service provider

Interpretation:

From the above table it is interpreted that 14% of the respondents have No suitable tariff plans,32% of the respondents have network issues,28% of the respondents have connection problems,10% of the respondents have unnecessary balance cut,0% of the respondents do not get bill on time,16% of the respondents have no issues.

Inference:

Majority(32%) of the respondents have network issues.

CHAPTER-5

5.1:FINDINGS

- 1.Majority (54%) of the respondents are females.
- 2.Majority (92%) of the respondents are 18-28 age group.
- 3.Majority (58%) of the respondents are graduates.
- 4.Majority (72%) of the respondents occupation is others.
- 5.Majority (38%) of the respondents monthly income is below 10,000.
- 6.Majority (76%) of the respondents are using one network.
- 7.Majority (36%) of the respondents are using for 4G services.
- 8.Majority (65.33%) of the respondents rated good for reliance jio services.
- 9.Majority (57.33%) of the respondents got the information from friends & relatives.
- 10.Majority (70%) of the respondents are using jio network for 4G services.
- 11.Majority (34.66%) of the respondents are fully aware.
- 12.Majority (52.66%) of the respondents are satisfied.
- 13.Majority (90.66%) of the respondents are using jio as primary sim.

14. Majority (92.66%) of the respondents are using prepaid sim.

15. Majority (32%) of the respondents spends 100-249 rupees monthly.

16. Majority (46.66%) of the respondents are still using jio.

17. Majority (32%) of the respondents are facing network issues.

5.2 SUGGESTION

From the overall study, it was found that most of the customers are satisfied with the current services. Majority of the customers felt that they want to remove the problem of call blocking and call drop. Company should improve the ambience of the service station. The download and upload speed of the network has reduced drastically in many places. The Reliance Jio sim usage are expecting high speed. So, increasing the network speed to great extent. It would be better, Reliance Jio's frequent update innovation technology when it is required. Giving continue offer on calls to customers at best possible levels will be good. Reliance Jio sim should introduce some new schemes for the youngsters. Customers expect low cost Reliance phone.

5.3 CONCLUSION

This research study on “ Customer satisfaction towards Reliance Jio sim with special reference to Tirupati” is found that there is significant relationship between age and awareness level. In today's competitive business, customers are considered as the backbone of the company. Customer service like any aspect of business is a practised art that takes time and effort to master. Treating the customer like friends is the best way to attract them and make them always come back. The level of satisfaction can also vary depending on other options and customers. Customer satisfaction research will have to help business build stronger relationships.

5.4 SCOPE FOR FUTURE RESEARCH

Reliance Jio has entered into the market of telecom service providers with freebies and more data to the customers. In the knowledge world, Jio's foray into the fast evolving market has made tremendous change in the competition, price and data availability. Jio is widely used by the techno-savvy customers. The customer satisfaction is conditioned by the price, availability and addressing the problems of the customers at once. The rural area customers also use Reliance Jio. Even though the sector has reflected promising growth in India but still remaining at a very low compared with international standards and this providing tremendous opportunities for future growth in the telecommunication services. So Reliance Jio improves the network connection and speed in rural areas.

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e) poor

9. What are the main sources of information about jio ?

- a) friends & relatives
- b) Advertisements
- c) Mouth publicity
- d) others

10. What are the reasons for using services of your jio network on your phone?

- a) 4G service
- b) connectivity
- c) recharge plans
- d) easy access
- e) availability of network in various places
- f) less expensive
- g) secured
- h) customer services

11. Awareness levels of people towards jio network?

- a) fully aware
- b) extremely aware
- c) very aware
- d) somewhat aware

12. How are the satisfactory levels of jio /

- a) highly satisfied
- b) satisfied
- c) neutral
- d) not satisfied

13. Preference of jio sim in your phone?
- a) primary sim
 - b) secondary sim
14. Type of payment?
- a) prepaid
 - b) postpaid
15. Monthly spends on your mobile phone including all via. ,voice,data etc
- a) 0-99
 - b)100-249
 - c)250-499
 - d)500& above
16. You have been using Reliance jio for?
- a) less than a month
 - b) 1-3 months
 - c)3-9 months
 - d) still a user
- 17.Challenges with the current service provider?
- a) no suitable tariff plans
 - b) network issues
 - c) connection problems
 - d) unnecessary balance cut
 - e) do not get bill on time(post paid)
 - f) no issues

Recommendation

Provide more quality mobiles with Jio sim.

Bring more offers to attract non-jio sim users.

Low speed of Jio sim is due to less number of network connection.

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