



CUSTOMER PERCEPTION TOWARDS JIO

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ABSTRACT

The study is undertaken to study the satisfaction level of Jio customer and also to find the reason behind for shifting to Jio and finally to know what are the factors motivate to buy Jio. This study is more essential for telecommunication companies. Since their sales and profit will be depend upon on customer perception. Overall this study will furnish information that will help to make improvement in telecommunication industry.

Key words: Jio, Perception & Satisfaction.

INTRODUCTION

India's telecommunication network is the second largest in the world by number of telephone users (both fixed and mobile phone) with 1.053 billion subscribers as on 31 August 2016. It has one of the lowest call tariffs in the world enabled by mega telecom operators and hyper-competition among them. India has the world's second-largest Internet user-base. As on 31 March 2016, there were 342.65 million internet subscribers in the country. Now-a-days, no one is living without mobile phone. Many number of

network services are available in this world. Especially, the study is focused on Reliance Jio network which has been founded in 2007. The telephony segment is dominated by private-sector and two state-run businesses. Most companies were formed by a recent revolution and restructuring launched within a decade, directed by ministry of communications and IT, minister of finance and department of telecommunications. Some major telecom operators in India include Airtel, Vodafone, Idea, Aircel, BSNL, MTNL, Reliance Communications, TATA Teleservices, Infotel, MTS, Uninor, TATA

DoCoMo, Videocon, Augere, Tikona Digital.

Jio launched its 4G broadband services throughout India on September 2016. Jio offers fourth-generation (4G) data and voice services, along with peripheral services like instant messaging and streaming movies and music. Reliance Jio Infocomm Limited is setting up reliance (4th generation) high speed internet connectivity, rich communication services and various digital services on pan India basis in key domains such as education, healthcare, security, financial services, government citizen interfaces and entertainment.

OBJECTIVES OF THE STUDY

- To identify the factors which influence consumer to shift to Jio.
- To know the level of satisfaction of Jio user.

RESEARCH METHODOLOGY

Research Methodology	
Research Design	Survey Research
Sampling Frame	Jio users of different age group in Virudhunagar region.
Sampling Method	Convenience Sampling
Sampling Size	147 respondents
Method of Primary Data Collection	Questionnaire
Area of study	Virudhunagar

RESULT AND DISCUSSION

The below table 1 shows that 123 respondent (84%) are female. It also reveal that nearly 66 respondent (45%) are belonging to the age group 20-30yrs. Moreover it shows that 69 respondent (47%) are undergraduates. Finally 93 respondent (64%) are from student group.

TABLE 1

Demographic variables	Percentage	
Gender	Male	16
	Female	84
	Total	100
Age	Below 20 yrs	33
	20-30 yrs	45
	30-40 yrs	8
	40-50 yrs	10
	Above 50 yrs	4
	Total	100
Education	Illiterate	2
	Below 12 th	6
	UG	47
	PG	43
	PH.D	2
	Total	100
Occupation	Student	64
	Employed	14
	Self employed	12
	Housewife	8
	Others	2
	Total	100

Relationship between age and reason for shifting to Jio

TABLE 2

		Reason for Shifting to Jio				Total
		Offers	Network	Value added services	Others	
Age	Below 20	24	21	3	0	48
	20 -30 yrs	39	24	0	3	66
	30-40 yrs	6	0	6	0	12
	40 -50 yrs	6	0	6	3	15
	Above 50	6	0	0	0	6
Total		81	45	15	6	147

Source: Primary data

Null Hypothesis

Ho: There is no significant relationship between age and reason for shifting Jio

TABLE 3

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.870 ^a	12	.029
Likelihood Ratio	22.965	12	.028

The P value of Chi square test is (0.029) is greater than 0.05. So the null hypothesis is rejected. Hence there is significant relation between age and reason for shifting Jio.

Relationship between occupation and becoming a loyal customer

TABLE 4

		Loyal customer		Total
		Yes	No	
Occupation	Student	72	21	93
	Employed	18	3	21
	Self employed	3	15	18
	Housewife	9	3	12
	Others	3	0	3
Total		105	42	147

Source: Primary data

Null Hypothesis

Ho: There is no significant relationship between occupation and becoming a loyal customer

TABLE 5

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.487 ^a	4	.033
Likelihood Ratio	9.865	4	.043

The P value of Chi square test is (0.033) is greater than 0.05. So the null hypothesis is rejected. Hence there is significant relationship between occupation and becoming a loyal customer.

Customer satisfaction on Jio services

TABLE 6

Weighted average of customer satisfaction on Jio services			
S. No.	Services	Mean Square	Rank
1.	Network coverage	3.8	IV
2.	Data services	4.3	I
3.	Value added services	3.9	III
4.	Customer care	3.6	V
5.	New schemes and offers	4.2	II

From table 6 it is clear that Jio customer are highly satisfied with the data services , offers and value added services and the Jio customer are less satisfied with the network coverage and customer care services.

THE MOST USED JIO APPLICATION

Table 7 show the Garrett's ranking for most used Jio application by customers. Jio music app is the most used app by respondent followed by Jio TV app. The third, fourth, fifth most used app is Jio cinema, Jio chat and Jio express news respectively. The least used apps are Jio money app and job 4Gvoice app.

TABLE 7

Garrett's ranking for most used Jio app by Jio customers			
Jio apps	Total score	Average score	Rank
Jio Tv	2639	53.85	II
Jio Express news	2349	47.93	V
Jio Music	2752	56.16	I
Jio Cinema	2511	51.24	III
Jio Chat	2402	49.02	IV
Jio 4Gvoice	2046	41.75	VII
Jio Money	2157	44.02	VI

SUGGESTIONS

- The company can concentrate on providing offers because it is the tool through which most of the customers become loyal.
- The company can take steps to improve the quality of their value added services.

CONCLUSION

The overall results proved that the respondents have perceived Jio in a positive manner. The results can be used by Jio to identify their target customer segments. Finally I conclude that the age of the customer attracts customer and made them loyal to the brand Jio.

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