

A STUDY ON JIO USERS SERVICE MARKETING

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ABSTRACT

Reliance Jio, India's largest telecom operator, has 4.2 million users and is focused on making India a digital country. The company offers voice call services and internet WIFI for free, with a marketing strategy inspired globally. Jio is currently working on providing 5G services to its users in India, capturing a huge market share within days of its launch. The company operates a national LTE network with coverage across all 22 telecom circles and uses voice over LTE for voice services. In 2010, Reliance Industries bought a 96% stake in Info Tel Broadband Services Limited (IBSL), which was later renamed Reliance Jio Info COMM Limited (RJIL).

INTRODUCTION :

Reliance Jio is a high-ranked and successful brand today. It had 4.2 million users to date and are still growing. The brand is also India's largest telecom operator. It started with a cause to make India a Digital Country and reach out to everyone in the country whether it be in the cities or villages. The firm provided voice call services and internet WIFI service for free. Its marketing strategy was inspiring to everyone around the globe. Reliance Jio is currently working on providing 5G services to its users in India. The organization was also able to capture a huge market share within a few days of its launch.

Reliance Jio:

Reliance Jio Info COMM Limited, Jio, is an Indian mobile network operator. Owned by Reliance Industries and headquartered in Navi Mumbai, Maharashtra, it operates a national LTE network with coverage across all 22 telecom circles. Jio does not offer 2G or 3G service, and instead uses voice over LTE to provide voice service on its network. Jio soft launched on 27 December 2015 (the eve of what would have been the 83rd birthday of Reliance Industries founder Dhirubhai Ambani), with a beta for partners and employees, and became publicly available on 5 September 2016.

On 5 July 2018, fixed line broadband service named Giga fiber, was launched by the Reliance Industries Limited's chairman Mukesh Ambani, during the company's Annual General Meeting. In June 2010, Reliance Industries (RIL) bought a 96% stake in Info Tel Broadband Services Limited (IBSL) for ₹4,800 crore (US\$670 million). Although unlisted, IBSL was the only company that won broadband spectrum in all 22 circles in India in the 4G auction that took place earlier that year. Later continuing as RIL's telecom subsidiary, Info Tel Broadband Services Limited was renamed as Reliance Jio Info COMM Limited (RJIL) in January 2013. In June 2015, Jio announced that it would start its operations all over the country by the end of 2015. However, four months later in October, the company's spokesmen sent out a press release stating that the launch was postponed to the first quarter of the financial year 2016–2017.

STATEMENT OF PROBLEM :

No company can survive in a long run without satisfying its customer even though it offers cost free services. Hence, researchers wanted to study the users' service preference and satisfaction level of Jio as it plays a key role in the success of telecom sector.

Research issue: People would not like to use jio after free services are over. The initial phase of rapid increase it is very difficult to maintain a large consumer base to cross breakeven point. Existing strong competitors having broader and loyal consumer base would tough to compete. Indian telecom market is very competitive due to existing big players like Vodafone,

Idea Changing government policies would also create uncertainty in market. Fast upgrading technology from 2G to 3G, 3G to 4G and next generation 5G approaching shortly, needs huge investment plan to remain in market.

OBJECTIVES:

1. To know the significant relationship between gender and customer service involvement.
2. To know the correlation between gender and customer perception on price.
3. To know the significant impact of gender on customer opinion on commitment.

LITERATURE REVIEW :

Kevin C. Almeroth (2014) Customers can share a single movie stream resulting in reduced system cost per customer and improved system scalability. For the multicast systems, the blocking probabilities are similar with the discontinuous system having a slightly higher blocking probability.

Blocking in the multicast systems decreases more rapidly than in the unicast system because each multicast channel is capable of servicing multiple customers.

Dr. Gowthami Chinthala , Ms. H.Madhuri (2017) The study found that customer satisfaction is assessed based on independent dimensions, namely Tangibility, Reliability, Responsiveness, Assurance, Empathy, CSI and IPV. Gaurav Vats conducted a study to understand the Customer Satisfaction towards Cellular Operators, also to investigate the effect of service quality and network quality on customer satisfaction and the customer preference towards cellular operators.

Educational Qualification Intermediate 5 Graduate 50 Postgraduate 44 Other 1 Occupation Student 72 The gender of the customer is an important variable which is likely to influence the level of customer satisfaction, customers likelihood towards a product may change with respect to the gender.

Dr. SP Mathiraj, Sangeetha(2018) People use different network service but if they are discomfort and feel the other service provider are better immediately they decide to switch over. The purpose of this research paper is to know the recent customer portability from Aircel to other service providers because of poor service due to financial stress faced by Aircel mobile phone network service provide. The study explains the customer portability behavior of Aircel customers together available network service providers. People use different network, if they are dissatisfied with the service provided, they port to another mobile network service provider. BSNL should focus on the promotional measures competitive to the private sector's service providers, to enhance their service activity for the satisfaction of the customers.

Debarun Chakraborty(2017) studied the customer satisfaction and expectation towards a telecommunication company in West Bengal. The results of the study revealed that the dimensions that influence the satisfaction level of customer's are: Core services (like good coverage, good connectivity and network quality) and call rate. Further results show that there is a significant relation between the brand name and the preference of customers. Hence, it has been recommended that telecom companies should focus on connectivity, call rate, coverage and network quality.

The study conducted by **R.C.S. Rajpurohit and M.L. Vasita(2017)** on Consumer preferences and satisfaction towards various mobile phone service providers, with an objectives to study the consumers' satisfaction level towards various services offered by mobile phone service providers. The study revealed that consumers prefer a particular telecommunication service provider on the basis of call tariffs, network coverage and value added services.

Ashutosh Mishra(2018) et.al conducted a Comparative study on major telecom service providers in India. The objective of the study is to understand the attitude of people towards various telecom services in India. The study found that Airtel outdoes its rest of the competitors in the case of all the three business matrices used which are Net Sales, Profit after Tax Reduction and Market capitalization. Also the level of satisfaction of the customers of Airtel is higher than that of other customers.

Kobra Veisi and Muralidhar(2017) studied the customer satisfaction with reference to mobile service providers in Hyderabad The main objective of the study is to compare the satisfaction levels of customers and to identify the hindering and facilitating factors associated with satisfaction. The study found that customer satisfaction is assessed based on independent dimensions, namely Tangibility, Reliability, Responsiveness, Assurance, Empathy, CSI and IPV. Gaurav Vats conducted a study to understand the Customer Satisfaction towards Cellular Operators, also to investigate the effect of service quality and network quality on customer satisfaction and the customer preference towards cellular operators. The findings of the study

revealed that most of the respondents in the sample have been found to be using the services of Airtel and Vodafone. The trend is followed by BSNL, Idea, Reliance, Tata Docomo, Aircel. The study also found that customers are not satisfied with responsiveness and should try to improve the network quality. Call clarity and price are two variables that impacts customer satisfaction.

Now all players of the market have started offering same price as Jio also provide cost free services to satisfy their customers.

Samar rahi(2020) Customer satisfaction is one of the key factors which helps to form the customer's desires for future purchase. If a customer has good experiences of using services over time, then he/she will have a collective customer satisfaction.

Customer satisfaction reflects the degree of a customer's feeling of positivity for a service provider in a telecom service, it is important for all telecom service providers to understand the customer's vision regarding their services. Customer loyalty is the ultimate objective of customer satisfaction measurement, Compared with loyal customers, non-loyal customers are much more nuancedly negative information about the products or services.

Mr. Biswarup Chatterjee (2017) Average tariff for data in the market is Rs. 250 per GB. Affordable devices Jio services in the beginning could be availed only through company's own LYF mobiles and then Jio partnered with many smartphone makers in the country to offer their free services to customers. Easy activation while telecom operators have accused Reliance Jio of poaching their customers Jio has gone ahead and made sure that it gets easier for the new operator to lap up as many subscribers as possible.

Abhijit V. Chirputkar, Prasanna Kulkarni(2016) Valuation Techniques in Telecommunication Industry, An Alternative Approach Based on Operating

The main features of Telecom Service Providers 35 So in case of Indian operators, they had taken debt for spectrum auction results into more risk and beta affecting their valuation.

According to Prof. Ashwath Damodaran, in general terms, there are four approaches to valuation i.e., discounted cash flow valuation, liquidation and accounting valuation, relative valuation; contingent claim valuation uses option pricing models.

The following approaches describe the method of valuation and its discussion on 3 G auction and its impact on operator's valuations: Adjusted book value approach: It is a balance sheet approach.

Ama Achiaa Kankam Boadu (2019) Customer Relationship Management emphasize upon the effective management of relationship with customers; hence it is focused upon customer retention and this idea of Customer retention helps in maintaining the existing customer rather than creating new ones. The objective of customer relationship management is to unite and join information technology and business processes in a fashion that enables the firm to acquire new customers, to retain existing customers, and maximize the lifetime value of its customers.

Inadequate supporting budgets and senior management support, lack of communication and technology advancement, lack of customer management skills, lacunae in standardizing of CRM, inter-departmental inconsistencies, lack of complementary customer management skills, lack of cultural readiness and lack of scientific customer segmentation and commoditization of products and rising customer demands are the most important barriers of CRM implementation whereas these barriers to be significantly higher in the Public sector than the Private sector.

Craig V. VanSandt (2018)The Indian telecommunication industry is one of the important segment in service sector which contribute substantially to nation's Gross Domestic Product. Companies especially in telecom sector and in particular the private players have to concentrate on customer satisfaction to remain competitive in the current market. Many companies have lost their sustainability and are forced to quit in this competitive environment due to non attainment of customer satisfaction . A customer satisfaction model was adopted to understand customer's opinion regarding Jio.50 respondents were contacted by the researcher by way of convenience sampling as exploratory research design was adopted. Hence,the researcher made an attempt to study the customer satisfaction of Jio telecom at ernakulam district,kerala.

Dr. R. VENKATESAN(2019) The service will be called 'Jio GigaFiber Service'. He also announced that jio phone Monsoon Hungama starting July21, where feature phones can be exchanged for Jio Phone for Rs 501. Reliance, he said, has reached an inflection point with consumer business contributing as much as its energy and petrochemical. Ambani said since its launch, jio has amassed 215 million customers and has sold over 25 million Jio phones. After shaking the mobile telephony market with free voice calls and dirt cheap data, richest Indian Mukesh Ambani today announced plans to launch ultra high speed fixed line broadband Services for homes and enterprises.

C. Boobalan and K. Jayaraman (2017) The entitled “Customer satisfaction towards Reliance Jio sim with special reference to Dharmapuri District” is carried out with an objective to determine the customer satisfaction on Reliance Jio sim services in Dharmapuri district and to find out the customers satisfaction towards using the services. Data were collected by survey method through structured questionnaire with both opened and closed ended questions. For distribution of questionnaire to the customers random sampling method was used to select the customers and the survey was taken among those selected users. After collecting the data from the respondents it was analyzed using Simple Percentage, ChiSquare Tests and F-test.

Dr. Mohit Kumar Ojha(2020) Streamlined telecommunication holds the power of removing innumerable constraints and can bring skyscraping satisfaction to its users through its effective services. However the sudden hike in the tariffs by the telecomm service providers has resulted into the need of evaluating the satisfaction level of customers with reference to different services provided by the topnotch Indian telecom company Reliance Jio Infocomm. Paired sample t-test is applied to rate the satisfaction level of customers for different service quality parameters for both pre and post price hike period of Reliance Jio. A total of nine service quality aspects have been identified to measure difference in satisfaction level for pre and post price hike period out of which 8 aspects depicted significant difference.

Vinod Sharma (2018) The research was carried out to know the satisfaction level of the Reliance JIO family members in Kopargoan. A structured questionnaire was developed to analyses the objective of the research. The data was collected with the help of Google forms. The convenience sampling method was used to collect the data. Various statistical tools are being used by the researcher to study the problem. The reliability of the questionnaire was checked by SPSS v24. The Cronbach's Alpha value is .958 which is very good which states the data is reliable to perform various other analysis like correlation, regression etc. The study resulted that Telecom is one of the fastest growing market. Reliance JIO has set a bench mark for other provider. Customer is highly satisfied with the Reliance JIO still some changes are needed to tap the untouched market.

K.Umamaheswari (2013) Customer satisfaction is the degree of satisfaction provided 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 Airtel and Jio Descriptive research is followed in this research. The population includes the respondents who are the users of both Airtel and Jio services, located at coimbatore city. The samples (i.e. sample size 50) were selected among the users of both Airtel and Jio located at Coimbatore city for this research. The major findings of the study, satisfaction level of customers are average with respect to tariff, service coverage, data plan, compatibility and other factors ranging from 3.00 to 3.65. From the research, it is concluded that the demographic variables such as age group, gender and occupation are having no impact on the factors of customers' satisfaction. The research outcome also indicates that, most of the customers were satisfied towards Airtel and Jio with respect to the chosen factors

Gloria K.Q Agyapong (2017) Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meets customer's expectation. It is a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company to determine how to improve or changes can be taken towards its products and services. Reliance JIO Limited (RJL) a subsidiary of Reliance Industry Limited (RIL) is India's largest private sector company, which is the most first telecom operator to hold pan India unified license. The company provides all communications services except global mobile personal communication by satellite serviced. The objective of this study is to know customer's satisfaction level of reliance Jio Sim service in Mandya city.

INAMDAR TARIQ BAHSIR KHAN (2020) Customer satisfaction within the telecom Industries has some of expectations and perceptions as evolved by the customers experiencing the quality of service and the diploma of pride provided by using the provider provider which is achieved by retaining the customers. The main important objective of the examine is to evaluate the service rendered through JIO Info. Comm. Ltd. And Other than JIO Info. Comm. Ltd. Descriptive research was followed with a based questionnaire. The populace includes the respondents who're the users of JIO Info. Comm. Ltd. And Other than JIO info. Comm. Ltd services located in Junnar and Ambegaon Tahsil with a sample size of fifty respondents. The essential findings of the look at relate that the Service nice measurement plays a primary position in customer delight and the higher the satisfaction degree the respondents refer their carrier carriers to others.

K Raghavendra (2018) A consumer may be referred to anyone engaged in evaluating, acquiring, using or disposing of services which he expects will satisfy his wants. If any producer makes out the marketing programmer ignoring the consumer preferences, he cannot possibly achieve his ultimate objectives Therefore a marketer must know more and more about the

consumers, so that the products can be produced in such a fashion to give satisfaction to them. Reliance Jio is working according to Indian market; it gives best quality services at much less price. Reliance Jio also giving challenge to all Competitors. The customers are varied and most of yet to be tapped and avail the new technology and services. To understand the adaptation on new services, technology and reach to customer this resulted in research work titled: The type of research here is “Descriptive Research Design”.

Dr. Seema Laddha, Dr. Apoorva Trivedi(2017) As per the published news and information reliance Jio is in increasing its demand and having a target of 1 million subscribers in the saturated market of telecom in India. Various marketing strategies adopted by reliance to achieve the said target including free services, predatory pricing strategy, sales promotion, product development and so on. Due to this customer get delighted and started using reliance Jio as second SIM according to the article in Economic Times. All this helps Jio to change the consumer preference from one subscriber to another. Now all players of the market has started offering same price as Jio also provide cost free services to satisfy their customers. Thus the study involves in analyzing the perception of customer towards Jio as a brand.

Dr.G.Indrani, K.R.Nandhini(2019) The importance of this study is to examine the customers level of satisfaction towards Reliance Jio Network in Coimbatore city. It also tried to find out the factors which influence the users and the customer expectation towards Reliance Jio Network. The data has been collected by Survey methods through questionnaire with 130 Respondents. Tools used in this project were Simple percentage analysis and Likert scale analysis. On the basis of the study, it is found that customers are satisfied with the Network coverage and its Connectivity. The only thing that customer expects is its offers and schemes. Most of the customer suggestion is to improve the speed of the network and also to reconstruct its tariff plans to maintain its competitive level. Thus, the study concluded that customers are satisfied with the Reliance Jio Network and also it recommended to focus on promotional measure to enhance their service.

Dr. Monoj Kumar Chowdhury(2018)In India, Reliance JIO created a promotional buzz by making broadband internet & supplementary digital services no longer a luxury item. It actually converted these two things into a basic necessity that can be consumed in abundance, thereby not only impacting the telecommunication sector but also the common people, small and large businesses, & ultimately the Indian economy as a whole. JIO entered the telecommunication business like a boss, but the whistles and applause that greeted it obscured the fact that by one measure, the company’s debt climbed to at least a 15 year high. Moreover, it sparked a vicious price war in the world’s second largest mobile phone market. Nevertheless, as Mukesh Ambani, Chairman of Reliance Industries Limited had described JIO as a jewel among Reliance assets, it actually helped the entire group immensely during the Coronavirus pandemic. This paper mainly includes the preliminary impact of JIO on the telecommunication industry, its impact on competitors, how it became a helpful hand in digitalization, its impact on the Indian economy as a whole, and finally the various marketing strategies used by JIO to draw the common people towards it in the beginning of its journey.

Jamie Anderson(2018)Telecommunication has occupied an important place in daily life of an average person. Telecom companies are coming up with best of their services to serve their customers better; data is added to mobile plans, Wi-Fi has been built into buses and cars with lot of attractive schemes to offer to their customers. People not only want internet access on the go, they also expect a lot from the telecom companies. It is very easy for them to switch to other telecom companies if they are not satisfied with the services their company offers. Reliance has launched its 4G broadband services via Jio throughout India on September 2016. The paper aims to undergo a descriptive study and understand the impact of “Jio effect” on people of Ahmedabad considering a sample size of 385 using a well-structured questionnaire. A comprehensive analysis is done to identify the factors affecting the acceptance of users towards Reliance Jio with the special focus on whether they will continue with Jio or they will shift to other service provider.

COLLECTION OF DATA:

One of the important tools for conduction market research is that availability of necessary and useful data. Date collection is more of an art than a science. The methods of marketing research are in a way the methods of data collection. The sources of information fall under two categories. A) Primary data: The data collected for a purpose in original and for the first time is known as primary data. The researches collect this data to study a particular problem. Here the primary data is data collected through questionnaire by directly meeting the customers b) Secondary Data: The data, which is collected from the published sources i.e., not originally collected of the first rime is called secondary data. Here the secondary data is data collected from the company’s brochures, pamphlets, catalogues and the website .

DATA COLLECTION:

The secondary data about jio users are collected from the previously published articles through google scholar. the primary

data is collected from the sample.

Data

Collection

Instrument:

A structured questionnaire is used to collect the data from the sample size. In survey research, the structured questionnaire is the principal measuring instrument. Quantitative analysis and the usage of structured questionnaires go hand in hand. Francis Galton pioneered structured questionnaires in social research, which are currently widely used in quality of life research data collecting. The Census questionnaire, which collects demographic information from individuals, is an example of a structured questionnaire. Furthermore, structured questionnaires are frequently employed to assess psychological and psychiatric testing.

RESEARCH METHODOLOGY :

The present study is a quantitative research method. The process of collecting and interpreting numerical data is known as quantitative research. It can be used to look for patterns and averages, make predictions, test causal linkages, and generalize results to larger groups. The opposite of qualitative research, which involves collecting and interpreting non-numerical data, is quantitative research (e.g. text, video, or audio).In the natural and social sciences, such as biology, chemistry, psychology, economics, sociology, and marketing, quantitative research is widely employed. The research study is followed by a structured questionnaire to make a survey from the target group.

SAMPLING :

Sampling size: The sample size is 100. The sample size is adequate and realistic data. The sample size above 40 is consistent and adequate.

Sampling Technique: The sampling technique used for the data collection is probability sampling in which simple random sampling is considered. Probability sampling refers to the selection of a sample from a population, when this selection is based on the principle of randomization, that is, random selection or chance. Probability sampling is more complex, more time-consuming and usually more costly than non-probability sampling. However, because units from the population are randomly selected and each unit’s selection probability can be calculated, reliable estimates can be produced and statistical inferences can be made about the population.

When choosing a probability sample design, the goal is to minimize the sampling error of the estimates for the most important survey variables, while simultaneously minimizing the time and cost of conducting the survey. Some operational constraints can also have an impact on that choice, such as characteristics of the survey frame.

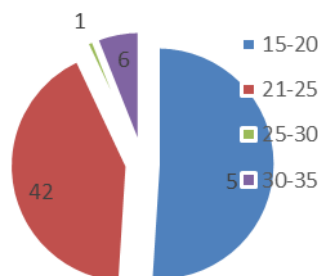
Simple random sampling : Random sampling is a part of the sampling technique in which each sample has an equal probability of being chosen. A sample chosen randomly is meant to be an unbiased representation of the total population. If for some reasons, the sample does not represent the population, the variation is called a sampling error. Random sampling is one of the simplest forms of collecting data from the total population. Under random sampling, each member of the subset carries an equal opportunity of being chosen as a part of the sampling process .An unbiased random sample is important for drawing conclusions.

DATA ANALYSIS :

DEMOGRAPHIC FACTORS

FREQUENCY AND PERCENTAGE OF AGE.

Age	Frequency	Percentage
15-20	51	51
21-25	42	42
25-30	1	1
30-35	6	6



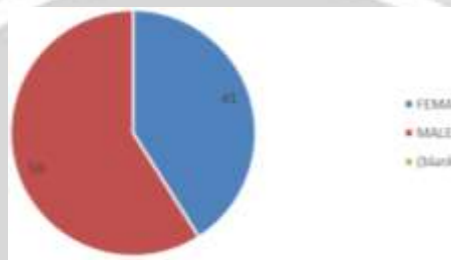
The frequency table is shown to represent the count of age in the sample. The percentage in 15-20 age group is 51%,21-25 age is group is 42%,25-30 age group is 1%,30-35 age group is 6%. The share response is dominated by 15-20 group.

INTERPRETATION :

The Survey says that where max of all age groups, where max responses are collected between 15-20yrs group and min responses are 30-35.

FREQUENCY AND PERCENTAGE OF GENDER.

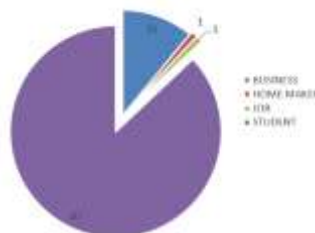
Groups	Frequency	Percentage
Male	59	59%
Female	41	41%



The frequency table is shown to represent the count of gender in the sample. The genders of the samples are male and female. The number of male respondents in the data collected are 59 out of 100 . The female respondents in data collected are 41 out of 100. Which indicates that the male respondents are 59 percent and females are 41 percentage. Even though the share of respondents are not equal and very slightly dominated by male respondent. Survey responses contain 59% male and 41% of females.

FREQUENCY AND PERCENTAGE OF OCCUPATION.

OCCUPATION	Frequency	Percentage
STUDENT	87	87
BUSINESS	11	11
JOB	1	1
HOME MAKER	1	1

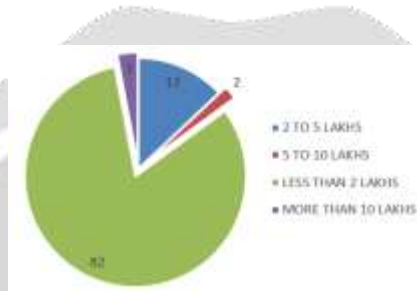


The frequency and percentage table is shown to count the occupation in sample. The occupation listed In samples student, business, job, home maker. Most of the respondents belong to student category i.e. 87%, business occupation are 11% ,job and home maker both consists of 1% each. Survey contains majority of responses are studying.

FREQUENCY AND PERCENTAGE OF INCOME OF RESPONDENTS.

INCOME	Frequency	Percentage
LESS THAN 2 LAKHS	82	82
2 TO 5 LAKHS	13	13
5 TO 10 LAKHS	2	2
MORE THAN 10 LAKHS	3	3

The frequency table shows about income of the respondents where 82% are earning less than 2 lakhs and 13% belongs to 2 to 5 lakhs , 2% are earning 5 to 10 lakhs and 3% of people are earning more than 10 lakhs. The survey responses are max from less than less than 2 lakhs income group and min are from more than 2 TO 5 lakhs income groups.



ANALYSIS :

DO YOU THINK JIO SERVICE IS IMPORTANT	Frequency	%
STRONGLY DISAGREE	7	7%
DISAGREE	5	5%
NEUTRAL	31	31%
AGREE	32	32%
STRONGLY AGREE	25	25%

INTERPRETATION

The survey states that 32 percent agree jio service is important,31 percent calls it neutral and 25 percent agree jio service is important and also only 5 percent strongly disagree.

DO YOU THINK JIO SERVICE IS INTERESTING	Frequency	%
STRONGLY DISAGREE	7	7%
DISAGREE	6	6%
NEUTRAL	31	31%
AGREE	32	32%
STRONGLY AGREE	24	24%

INTERPRETATION:

The survey states that 32 percent agree jio service is interesting and neutral are 31 percent.

DO U THINK JIO SERVICE IS RELEVANT	Frequency	%
STRONGLY DISAGREE	7	7%
DISAGREE	5	5%
NEUTRAL	35	35%
AGREE	30	30%
STRONGLY AGREE	23	23%

INTERPRETATION:

35 percent neutrally think jio service is relavent and 30 percent agree while 7 percent strongly disagree.

DO YOU THINK JIO SERVICE IS EXCITING	Frequency	%
STRONGLY DISAGREE	9	9%
DISAGREE	9	9%
NEUTRAL	35	35%
AGREE	26	26%
STRONGLY AGREE	21	21%

INTERPRETATION:

the survey states that 35 percent are neutral and 9 percent says jio service is exciting and only 9 percent strongly disagree.

DO YOU THINK JIO SERVICE MEANINGFUL	Frequency	%
STRONGLY DISAGREE	4	4%
DISAGREE	13	13%
NEUTRAL	30	30%
AGREE	29	29%
STRONGLY AGREE	24	24%

INTERPRETATION :

the survey states that 30 percent are neutral and 29 percent agree jio service is meaningful and only very low people 4 percent only strongly disagree .

DO YOU THINK JIO SERVICE IS FASCINATING	Frequency	%
STRONGLY DISAGREE	9	9%
DISAGREE	14	14%
NEUTRAL	32	32%
AGREE	26	26%
STRONGLY AGREE	19	19%

INTERPRETATION:

The survey states that 32 percent are neutral and 19 percent are strongly agreeing and 9 percent strongly disagree jio service is fascinating.

DO YOU THINK JIO SERVICE IS VALUABLE	Frequency	%
STRONGLY DISAGREE	4	4%
DISAGREE	9	9%
NEUTRAL	34	34%
AGREE	24	24%
STRONGLY AGREE	29	29%

INTERPRETATION:

The survey states that 34 percent are neutral and 29 percent are strongly agree that jio service services are valuable .

DO YOU THINK JIO SERVICE IS NEEDED	Frequency	%
STRONGLY DISAGREE	6	6%
DISAGREE	6	6%
NEUTRAL	28	28%
AGREE	32	32%
STRONGLY AGREE	28	28%

INTERPRETATION:

The survey states that 32 percent agree and 28 percent both for neutral and strongly agree jio service is needed.

Customer Service Involvement	Frequency	%
STRONGLY DISAGREE	2	2%
DISAGREE	4	4%
NEUTRAL	27	27%
AGREE	38	38%
STRONGLY AGREE	29	29%

INTERPRETATION:

the survey states that 38 percent agree and only 2 percent strongly disagree in customer service involvement .

ARE YOU WILLING TO TAKE EXTRA EFFORT TO FIND MOBILE SERVICE PROVIDER AT LOW PRICE.	Frequency	%
STRONGLY DISAGREE	5	5%
DISAGREE	5	5%
NEUTRAL	22	22%
AGREE	33	33%
STRONGLY AGREE	35	35%

INTERPRETATION:

the survey states that 35 percent strongly agree and 5 percent strongly disagree willing to take extra effort to find mobile service provider at low price.

DO YOU THINK THE MONEY SAVED BY FINDING MOBILE SERVICE PROVIDER AT LOWER PRICE IS USUALLY WORTH THE TIME OF EFFORT	Frequency	%
STRONGLY DISAGREE	4	4%
DISAGREE	10	10%
NEUTRAL	24	24%
AGREE	27	27%
STRONGLY AGREE	35	35%

INTERPRETATION:

The survey states that 35 percent strongly agree and 4 percent disagree.

WHEN I BUY MOBILE SERVICE IM VERY CONCERNED ABOUT LOWER PRICES BUT I AM EQUALLY CONCERNED ABOUT SERVICE QUALITY	Frequency	%
STRONGLY DISAGREE	4	4%
DISAGREE	5	5%
NEUTRAL	23	23%
AGREE	29	29%
STRONGLY AGREE	39	39%

INTERPRETATION:

The survey states that 39 percent states that strongly agree and 4 percent strongly disagree.

I WOULD LIKE JIO SERVICE AT THIS MOMENT	Frequency	%
STRONGLY DISAGREE	8	8%
DISAGREE	8	8%
NEUTRAL	35	35%
AGREE	22	22%
STRONGLY AGREE	27	27%

INTERPRETATION:

The survey states that 35 percent neutrally says jio service is important ,27 percent strongly agree jio is important .

JIO SERVICE IS SOMETHING I WOULD PURCHASE	Frequency	%
STRONGLY DISAGREE	8	8%
DISAGREE	10	10%
NEUTRAL	34	34%
AGREE	21	21%
STRONGLY AGREE	27	27%

INTERPRETATION:

The survey states that 34 percent neutral, 27 percent strongly agree for purchasing Jio .

FOR ME JIO IS THE BEST MOBILE SERVICE ORGANIZATION OF ITS KIND	Frequency	%
STRONGLY DISAGREE	8	8%
DISAGREE	13	13%
NEUTRAL	31	31%
AGREE	24	24%
STRONGLY AGREE	24	24%

INTERPRETATION:

The survey states that 31 percent neutrally agree jio is best service 24 percent best organization.

IM PROUD THAT I USE THE SERVICE OF JIO	Frequency	%
STRONGLY DISAGREE	10	10%
DISAGREE	13	13%
NEUTRAL	39	39%
AGREE	17	17%

STRONGLY AGREE	21	21%
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INTERPRETATION :

The survey states that 39 percent neutrally proud of jio service and 10 percent strongly disagree.

I USUALLY AGREE JIO POLICIES AND PROCEDURES ON IMPORTANT MATTERS	Frequency	%
STRONGLY DISAGREE	9	9%
DISAGREE	8	8%
NEUTRAL	42	42%
AGREE	19	19%
STRONGLY AGREE	22	22%

INTERPRETATION:

The survey states that 42 percent neutrally agree jio policies and 9 percent disagree.

I CARE ABOUT THE FAITH OF JIO TELECOM	Frequency	%
STRONGLY DISAGREE	8	8%
DISAGREE	12	12%
NEUTRAL	38	38%
AGREE	18	18%
STRONGLY AGREE	24	24%

INTERPRETATION:

The survey states that 38 percent neutrally have faith of jio telecom and 24 percent strongly agree, 8 percent strongly disagree.

FINDINGS:

1. The frequency table is shown to represent the count of age in the sample. The percentage in 15-20 age group is 51%, 21-25 age group is 42%, 25-30 age group is 1%, 30-35 age group is 6%. The share response is dominated by 15-20 group.
2. The frequency table is shown to represent the count of gender in the sample. The genders of the samples are male and female. The number of male respondents in the data collected are 59 out of 100. The female respondents in data collected are 41 out of 100. Which indicates that the male respondents are 59 percent and females are 41 percentage. Even though the share of respondents are not equal and very slightly dominated by male respondent.
3. The frequency and percentage table is shown to count the occupation in sample. The occupation listed in samples student, business, job, home maker. Most of the respondents belong to student category i.e. 87%, business occupation are 11% job and home maker both consists of 1% each.
4. The frequency table shows about income of the respondents where 82% are earning less than 2 lakhs and 13% belongs to 2 to 5 lakhs, 2% are earning 5 to 10 lakhs and 3% of people are earning more than 10 lakhs.

SUGGESTIONS:

1. Customers want the company to take feedback regarding services and inform the about new tariff
2. Reliance Jio must make clear the conditions applicable with lifelong Incoming & data plan.
3. Network should be expanded to rural areas also, and also should improve customer care feedback.
4. There should be single window system to satisfy query of customer care systems.
5. The customer care centres should be more effective. So, the customers may have the loyalty with the Teleservices.

CONCLUSION:

The present study have concentrated on jio users and their buying behaviour through various variables like gender, consumer commitment, consumer involvement and consumer perception. Consumer involvement is the state of mind that motivates a consumer to make a purchase, or the importance a consumer places on a product or service. There are different levels of involvement a consumer can have in the decision-making process and different factors that influence that involvement. The involvement of consumers are not dependent on the gender and it is not changing according to it. customer is involved according to their choices and available alternatives. Customer opinion is essential to guide and inform your decision making and influence innovations and changes to your product or service. It's also essential for measuring customer satisfaction among your current customers. Getting a handle on how customers view your product, support, and the company is invaluable. Customer perception is the opinions, feelings, and beliefs customers have about your brand. It plays an important role in building customer loyalty and retention as well as brand reputation and awareness. Customer perception is influenced by both direct and indirect interactions with your business. Factors such as social media, online reviews, pricing, quality, influencers, all affect consumer perception. but gender is occasionally rarely influence the perception. from the overall study we can conclude that consumer behaviour is influenced by various factors in various consumer decision making process. The gender is moderately influencing the customer perceptions, opinions and commitments.

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