A Study on Subscriber's Satisfaction towards Jio Network with Special Reference to Tiruchirapalli City

S. Syed Muthaliff
Assistant Professor, Department of Management Studies
Saranathan College of Engineering, Tiruchirappalli, Tamil Nadu, India

K. Karpagam
Department of Management Studies
Saranathan College of Engineering. Tiruchirappalli, Tamil Nadu, India

G. Aarthi
Department of Management Studies
Saranathan College of Engineering, Tiruchirappalli, Tamil Nadu, India

Abstract
After the globalization of Indian's economy in the year 1991, the telecommunication industry remained one of the most booming sectors among other major industries in India. In recent year's dramatic and rapid changes are seen in the field of telecommunications. In the past few years in India, both foreign and domestic companies occupy the cellular market and offer a large number of services to the people. Consumers may be defined as "anyone engaged in evaluating, acquiring, using, or disposing of the services," which he expects will satisfy his wants. A Marketing program cannot be made by ignoring consumer preferences. The Marketer may not be able to achieve their ultimate objectives ignoring consumer preferences. Knowing more and more about the consumers, helps the producer to produce the products in such a trendy manner, and also to give satisfaction to them.
The main aim of this paper is to study on the Subscriber's Satisfaction towards Jio Network with Special Reference to Tiruchirapalli City.
A descriptive study was made on the primary data, which is collected from one hundred and twenty-five respondents based on judgmental sampling. Around one hundred and twenty-five respondents were given a questionnaire, and one hundred and three were found to be fully usable for analysis. The Questionnaire was used to collect primary data. Likert five-point scaling was given to customers for evaluating their Satisfaction towards Jio Network. IBM SPSS Statistic version 20.0 was used for the analysis, and the following tools were administered 1) Reliability Test 2) Factor Analysis and 3) Multiple Regression 4) Correlation. The reliability test was made, and the obtained coefficient alpha value (Cronbach's alpha) was 0. 0.937, and hence the data is satisfactory reliability. Factor analysis was used to test whether all the factors we have chosen for the analysis are appropriate for the study, and Multiple Regression was used to find the percentage variation in the overall level of Subscriber's Satisfaction towards Jio Network.
In correlation, we can asses how well the sample data correlates with the population proportions specified by the hypothesis.
Keywords: Telecommunication sector, Subscriber's Satisfaction, Jio Network, Jio sim, Jio network, Telecom, Services, Jio Apps

Introduction

Nowadays, the mobile phone has become the most important part of human beings. Huge numbers of network service Providers are available in the world. Since 1990, the Indian telecom industry underwent a high pace of market liberalization and growth. At present, the Indian telecom market has become one of the fastest-growing telecom sectors of the world. This sector is facing enormous competition from Indian and also from foreign players.

India's telecommunication network is the second largest in the world. It is also measured by the number of telephone users (both fixed and mobile phones) and also Internet user-base.

To some extent, the telecommunication sector has played a key role in the socio-economic development of India. It has also taken a significant step to narrow down the rural-urban digital divide. Some of the major telecom players in India include Airtel, Vodafone, Idea, Aircel, BSNL, MTNL, Reliance Communications, TATA Teleservices, Infotel, MTS, Uninor, TATA DoCoMo, Reliance Jio Infocomm Limited [RJIL], a subsidiary of Reliance Industries Limited [RIL]. Especially, the study is focused on the Reliance Jio network. Mukesh Ambani, who started Reliance communication in the early 2000s and has played a major role in revolutionizing the Indian mobile industry by reducing the call rates, made mobile phones affordable to Indians. In 2010, he bought a 96% stake in Infotel Broadband, which had won 4G spectrum in all sectors in India. Later it is renamed it Jio and started building fiber optic network around the country. It is India"s largest private sector company, and it is the first telecom operator to hold the pan-India Unified License. Jio provides high-speed internet connectivity [4G]. It also provides rich communication services and various digital services on the combo offer. Jio also plans to provide empowering digital content. It has planned to propel India into global leadership in the digital economy through any-time, anywhere, access to innovative, applications, and services.

Company Profile

The Reliance Industries Ltd's (RIL) telecom unit starts offering free services from 5th September 2016 to 31 Dec 2016. It has also extended the commercial launch free services to the next three months from 31 Mar 2017 onwards. While the company has stated an altruistic objective for Reliance Jio Infocomm Ltd. that of putting India on the global map for mobile broadband Internet access, there is no denying that this announcement has jolted the telecom ecosystem across the country. Reliance's Jio has come out with the free to the low subscription; it could attract more customers and create a strong customer base. The satisfied Jio customer would act as the advertising tool for the company without any additional cost.

According to a survey conducted by Bank of America Merill Lynch, around 67% of the surveyed customers in India are willing to use Reliance Jio as a secondary connection rather than a primary connection once the telco stops offering free services in the country.

National Telecom Policy 1994 (NTP 1994)

To provide a base for rapid growth in the exports, the Indian government formulated the National Telecom Policy in the year 1994, which aimed at improving India's competitiveness in the global market. This strategy, in the end, encouraged the development of Internet benefits in India on the back of setting up fundamental communication correspondence arrange. This strategy additionally cleared the path for the passage of the private part in telephone services.

1. The main objectives of the policy were:
2. To guarantee media transmission ranges to all clients, It likewise guarantees the accessibility of phone on request as ahead of schedule as would be prudent
3. To accomplish widespread assistance covering all towns.
4. To empower all individuals to get certain essential telecom administrations at moderate and sensible costs
5. To guarantee world-class telecom administrations.
6. To Evacuate customer objections, resolve debates and support open interface and give a wide allowable scope of administrations to satisfy the need at sensible costs
7. To guarantee that India rises as a significant assembling base and a significant exporter of telecom gear.
8. To ensure the barrier and security interests of the country.
9. The approach likewise reported a progression of explicit focuses to be accomplished by 1997 and further recognized that to accomplish these objectives, the private segment affiliation and venture would be required to connect the asset hole.

Thus, to meet the telecom needs of the nation and to achieve international comparable standards, the sector for manufacture of telecom equipment had been progressively relicensed, and the sub-sector

for value-added services were opened up to private investment (July 1992) for voice mail, electronic mail, data services, audio text services, video text services, video conferencing, radio paging and cellular mobile telephone.

New Telecom Policy 1999 (NTP 1999)

In acknowledgment of the way that the passage of the private part, which was visualized during NTP-94, was not good and in light of the worries of the private administrators and speculators about the reasonability of their business due to no acknowledgment of focused incomes the administration chose to think of another telecom strategy. The most significant achievement and instrument of telecom changes in India are the New Telecom Policy 1999 (NTP 99). The New Telecom Policy, 1999 (NTP-99) was endorsed on 26th March 1999, to get viable from first April 1999. Moreover, the intermingling of the two markets and advancements required realignment of the business. To accomplish India's vision of turning into an IT superpower alongside building up a world-class telecom foundation in the nation, there was a need to build up another telecom arrangement system.

Accordingly, the NTP 1999 was framed based on the following objectives and targets:

1. Availability of reasonable and viable correspondence for residents was at the center of the vision and objective of the new telecom arrangement
2. Provide a harmony between the arrangement of all-inclusive support of every single revealed territory, including rustic regions, and the arrangement of significant level administrations equipped for addressing the requirements of the economy
3. Encourage the advancement of media transmission offices in remote, sloping and inborn regions of the country
4. To encourage India's adventure to turn into an IT superpower by making an advanced and proficient telecom framework considering its intermingling, media, telecom and shopper gadgets
5. Convert PCOs, any place defended, into open phone data focuses having sight and sound capacity, for example, ISDN administrations, remote database access, government and network data frameworks, and so forth.
6. To realize a focused situation in both urban and rustic regions by giving equivalent openings and level playing field for all players
7. Providing a push to construct world-class fabricating abilities and still more fortify innovative work endeavors in the nation.
8. Achieve productivity and straightforwardness in range the executives
9. Protect the safeguard and security interests of the nation
10. Enable Indian telecom organizations to become worldwide players

Establishment of TRAI

The passage of private players required autonomous guidelines in the segment; accordingly, the TRAI was built up in 1997 to direct telecom administrations, for obsession/modification of taxes, and many more to satisfy the responsibilities made when India joined the World Trade Organization (WTO) in 1995. The foundation of TRAI was a positive advance as it isolated the administrative capacity from arrangement making and activity, which kept on being under the domain of the DoT2.

The Functions Allotted to the TRAI Included

a. To prescribe the need and timing for the presentation of new specialist organizations.
b. To ensure the enthusiasm of clients of telecom administrations
c. To settle questions between specialist organizations
d. To prescribe the terms and states of permit to a specialist organization
e. To render exhortation to the Central government on issues identifying with the advancement of media transmission innovation and some other issue pertinent to the telecom business when all is said in done.

Research Gap and Problem Statement

Freebies and more data to the customers are the most important strategy with which the Reliance Jio has entered into the telecom market. Jio has changed

the competition, price, and data availability of the telecommunication market with the strategical attack, which was not tolerated by the competitors. Jio is widely used by techno-savvy customers. This strategic attack made the competitors lose their customers to Jio. The customer satisfaction is the combination of the price, availability, and addressing the problems of the customers rapidly. Today Reliance Jio is used even by rural customers. Even though the sector has reflected promising growth in India, but remaining at a very low compared with international standards, and this providing tremendous opportunity for future growth in the telecommunication services. To attack and retain the customers, Reliance Jio has planned to improve the network connection and speed in the rural areas. Reliance Jio is one of the fastest-growing telecommunication service providers; it induces to do the research and find out the satisfaction level of Jio Subscribers.

Literature Review

A.K. Antony (2016)[1] "A study on consumer satisfaction towards reliance jio connection Palakad area Kerala state" The present study aims to know the level of satisfaction towards the reliance jio net connection. He concluded most of the respondents are highly satisfied with the reliance net to connect for its network coverage.

Hematherpatan (2016)[2] "A study on customers perception towards jio sim" The study was made to know customer perception towards jio sim. During the study, it was found that the network level is very low. The respondents had closen jio for its attractive schemes.

S. Nemat Sheereen study on customer satisfaction of BSNL services in Kerala. It has been stated that BSNL is one of the leading telecommunication service providers in Kerala. Most of the studies conducted in this area indicate the exploring development of services provided by number telecommunication providers which opened the new world to the customer around the world. This paper analyses the customer satisfaction of BSNL services provided in Kerala. Quality of service and maximum network coverage are the most important factor which satisfies the customers about telecommunication.

PL. Senthil and S. Mohammed Safi analyzed the behavior of Mobile Phone Users in the Tiruchirappalli District. The consumer behavior is the act of individuals directly involved in obtaining and using economic goods and services. It includes the decision processes that precede and determine this act. A cell phone was developed in 1979, and in India, it was introduced in 1994. But it became familiar only at the beginning of the year 2000. Now cell phone users are scattered all over the world. One-fifth of Indians are using cell phones now. It is very fast development in the field of communication. It helps one to send and receive information anytime and anywhere. The effective and efficient usage of cell phones largely depends upon the attitude of cell phone users, and the growth of this communication sector depends on the cell phone service providers. Cell phone users meet many problems. Problems about buying a cell phone, choosing an activation card, tower problem, variety of schemes, recharge coupons, roaming, and optimum use of cell phone facilities are some of the vital issues of the cell phone users. So the researcher has made a sincere attempt to analyze the consumer behavior of mobile phones in the study area.

Conceptual Framework and Research Hypotheses

Customer satisfaction indicates the fulfillment that customers derive from purchasing a particular product. In other words, it's how happy the customers are with their Product and overall experience with the product and company (Solomon, 1998). The present study aims at examining the Subscriber's Satisfaction towards Jio Network with Special Reference to the Tiruchirapalli City.

Objectives of the Study
- To know about the awareness level of the customer towards Reliance Jio sim
- To identify the factor that influences the Subscriber's Satisfaction towards Jio Network.
- To study the preference of customers towards other networks with jio.
- To give findings and suggestions.

Hypotheses

1. There is no relationship between a Subscriber's Satisfaction and its various components of JIO Services.
2. There is a relationship between a Subscriber's Satisfaction and its various components of JIO Services.

Materials and Methods

To meet the said objectives, a descriptive study is picked for the research structure. This incorporates writing study and primary data accumulation utilizing questionnaires. For the descriptive stage, A Cross-sectional overview of respondents was finished utilizing a structured questionnaire. Data was gathered from primary just as secondary sources. A primary source of data gathering is through questionnaires, while secondary sources of data accumulation are through diaries, news papers, national and universal productions, web, individual books, and libraries.

Sample Size

Data were collected based on judgmental sampling. 125 respondents were given a questionnaire, and 103 were found to be fully usable for analysis. The sample size for the questionnaire was 103. A questionnaire was pilot-tested on a sample of 15 to ensure the validity of the survey instrument. However, after post elimination of incomplete responses, unreturned questionnaire, s, and invalid answers, the final sample size used for analysis was 100.

The sample for the questionnaire was collected from consumers in Trichirapalli City.

Sampling Technique

Judgmental sampling was utilized. The introductory arrangement of respondents was chosen based on judgmental sampling. In this manner, extra units were acquired based on data given by beginning example units, and afterward, further referrals were taken from those chosen in the example. Along these lines test was developed by including increasingly more referral-based respondents until it arrived at the restricting number.

Judgmental Sampling was based on the Following Parameters

- The sample comprised of Subscribers of Reliance JIO Services.
- The sample comprised of Subscribers who spends time to analyze a service for their use.

Statistical Tool

IBM SPSS Statistic adaptation 20.0 was utilized for examination. Cronbach's alpha test was utilized for checking the dependability of the data which is gathered. Kaiser-Meyer-Olkin test for sampling ampleness and Barlett's test for sphericity is finished. Factor examination is done to distinguish the measurements that go about as a base for a few factors which were gathered. There might be at least one component dependent on the idea of study and all-out factors incorporated into the study. Varimax pivot is utilized in calculate investigation requests to create factors that are portrayed by enormous stacking on generally barely any factors. Different relapses are utilized in examination since there are progressively autonomous factors and one dependant variable. A descriptive study is picked for research plan. This incorporates writing study and primary data gathering utilizing questionnaires dependent on the writing survey. Data were gathered based on irregular sampling (judgmental sampling). 125 respondents were given the questionnaire, and 100 were seen as completely usable for investigation. The questionnaire had questions dependent on different parts of TV publicizing, and Likert 5 scale rating was given for clients to rate their experience towards TV promoting. The Chi-square decency of fit test utilizes recurrence data from an example to test the theory about the populace extent.

Table 1 Frequency Analysis (Customer Profile)

Parameters		F	%	Parameters		F	%
Marital Status	Married	31	30.1	Reason for choosing Jio 4G	Connectivity	41	39.8
	Unmarried	72	69.9		Schemes	36	35.0
	Total	103	100.0		Advertisement	5	4.9
Age	Below 25 years	67	65.0		Free sim cards	21	20.4
	26 to 35 years	20	19.4		**Total**	103	100.0
	36 to 45 years	07	6.8	Place of Purchase	Mobile Showroom	19	18.4
	Above 46 Years	09	8.7		Jio Showroom	9	8.7
	Total	103	100.0		Recharge Shop	50	48.5
Education	Higher Secondary (XI to XII Std)	20	19.4		Sales Agent	19	18.4
	Graduation	39	37.9		Shopping malls	6	5.8
	Post Graduation	23	22.3		**Total**	103	100.0
	Professional	10	9.7	Awareness of Jio Sim	Advertisement	25	24.3
	Others (ITI, Diploma)	11	10.7		Friends	51	49.5
	Total	103	100.0		Relatives	13	12.6
Occupation	Student	39	37.9		Neighbors	14	13.6
	Government	8	7.8		**Total**	103	100.0
	Business Man	2	1.9	Purpose of usage	Education	19	18.4
	Private Sector	30	29.1		Entertainment	38	36.9
	Others	24	23.3		Business	10	9.7
	Total	103	100.0		Personal use	36	35.0
Family monthly Income (Rupees)	Below 10,000	37	35.9		**Total**	103	100.0
	(Rupees)	19	18.4	Jio Price Affordability	High	17	16.5
	15,001 to 25,000	19	18.4		Normal	70	68.0
	25,001 to 35,000	16	15.5		Average	16	15.5
	35,001 and Above	12	11.7		**Total**	103	100.0
	Total	103	100.0	Usage period of Jio (was launched on 27 December 2015)	Below 1 Year	21	20.4
Area	Urban/Semi urban	75	72.8		1 – 2 Years	43	41.7
	Rural/Semi rural	28	27.2		Above 3 Years	39	37.9
	Total	103	100.0		**Total**	103	100.0
Nature of family	Joint Family	35	34.0				
	Nuclear Family	68	66.0				
	Total	103	100.0				

Inference

From the above table, it is inferred that the majority of the respondents are unmarried. In Age group segment majority of the respondents belong to the age group below 25 Years. In the education segment, the respondents were scattered in all areas. In occupation, the majority of the respondents belong to students, and private sector jobs, and some also belong to others category. In the family income majority of the respondents belong to below 10,000 salary groups. In the area parameter, most of the respondents are Urban/Semi-Urban. Like the family category, the majority of the respondents are in the nuclear family group. Connectivity and schemes play a major role in choosing Jio 4G. The majority of the respondents selected a Mobile showroom shop and recharge shop for purchasing Jio services. Friends and advertisements play a major role in creating

awareness of Jio Services. The majority of the respondents choose Jio services for Entertainment and personal use purpose. Price affordability for Jio services is normal for the majority of the respondents. Most of the respondents are using Jio services for more than 1-2 years.

Statistical Tools Used

Using IBM SPSS Statistic version 20.0, the following tools were administered in this study 1) Reliability Test 2) Factor Analysis and 3) Multiple Regression 4) The Chi-square goodness of fit test.

1. Reliability Test

To check the reliability and consistency of the data, a reliability test has been made, and the obtained coefficient alpha value (Cronbach's alpha) was 0.941, and data has satisfactory reliability. Cronbach's alpha value above 0.5 can be used as a reasonable value for reliability.

Table 2 Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.941	42

2. Factor Analysis

Table 3 KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.816
Bartlett's Test of Sphericity	Approx. Chi-Square	2.4643
	Df	861
	Sig.	.000

Inference

KMO test is to break down the propriety of factor investigation. Qualities somewhere in the range of 0.5 and 1.0 show that the factor examination is proper and worth acquired was 0.816, which shows that the Kaiser – Meyer – Olkin proportion of sampling ampleness is fitting. Bartlett's Test of Sphericity is to look at the speculation by the relationship of factors in the Chi-Square and connection framework of determinants. Worth acquired in Bartlett's Test of Sphericity Chi-Square is 2.4643. This shows every one of the announcements corresponded, and factor examination is suitable for the study.

Table 4

Rotated Component Matrix^a											
	Component										
	1	2	3	4	5	6	7	8	9	10	11
Data Services	.065	.035	.047	-.016	-.037	.111	.068	**.770**	.041	.157	-.041
Calling Services	-.006	.015	.140	.176	-.094	.215	**.772**	.048	.038	.085	-.084
Network Coverage	.115	-.010	.004	.664	.019	-.068	.187	.367	.015	.217	-.011
Recharge Plans	.358	.404	.039	.047	.128	-.053	.618	-.004	.118	.046	.137
Schemes	.203	.207	.016	.051	.221	.065	.628	.207	-.021	.209	.192
Prepaid Service	-.196	.368	.164	.099	.206	.009	.152	.606	.059	.112	.119
Reasonable Price	.051	.717	.193	-.015	.106	.098	.217	.034	.231	.258	.059
Price compared with Competitors	.269	**.769**	-.045	.051	.158	.061	.021	.074	-.049	.060	-.007
Pricing Strategy Adopted	.232	.556	.262	-.196	.074	.167	.185	.158	.077	.203	.051
Package Price	.160	.452	-.070	.068	.512	.042	.326	.187	.156	.037	.118
Advertisement	.645	.165	.035	.056	.301	.009	.059	.242	.066	.223	.147
Welcome offers	-.142	.380	.442	.052	.203	-.067	.201	-.026	.308	-.265	.388
Seasonal offers	.340	.318	.309	.071	.352	.466	-.092	.026	-.006	-.018	.305
Special offer	.251	.141	.069	.110	.205	.177	.056	-.025	.128	.136	**.781**
Cash back offer	.526	.325	.292	.094	.179	.165	.079	-.099	-.317	.072	.270
technology4g	-.004	.039	.131	.267	.193	.123	-.040	.521	.394	-.182	.013

Connectivity	.133	.104	.218	.263	.127	-.033	-.018	.077	**.742**	.072	.024
Advertisement features	**.763**	-.045	.132	-.073	-.034	.157	.059	-.021	.126	.186	-.022
Applications	.331	-.068	.303	-.028	.281	.475	.213	.090	.088	.149	.372
Good will	.328	.285	.335	.035	.372	.368	.164	-.173	.344	-.094	-.184
Schemes features	.287	.261	.440	.233	.432	.226	.050	.131	.000	-.007	.179
Network coverage features	.081	.076	.100	**.803**	.090	.188	.146	.052	.193	.005	.024
Voice call	-.115	-.021	.335	.656	.061	.081	-.034	-.181	.171	.104	.208
Tariffs plan	.635	.069	.051	.187	.223	.343	.217	-.103	-.112	-.081	-.005
Jio tune	.111	.088	.046	.079	**.742**	-.058	.026	.047	.139	.231	.114
Internet surfing	.461	.059	-.039	.041	-.016	.050	.202	.133	.535	.100	.387
News alert	.742	.094	.150	-.005	.185	.128	-.009	-.005	.194	.071	-.035
Add on packs	.597	.205	.162	-.135	.294	.166	.048	.145	.095	.012	.185
Customer care	.384	.267	.520	.082	.071	.120	.186	-.246	.140	.149	-.211
Jio tv	.201	.060	**.741**	.140	.005	.069	-.127	.047	.057	.261	.005
Jio express news	.711	.284	.305	.144	-.156	-.097	.065	.009	-.064	.091	.083
Jio music	.266	-.010	.705	.104	.029	-.060	.138	.300	.199	-.111	.015
Jio cinema	.265	.070	.684	.071	.005	.092	.172	.086	-.025	.274	.166
Jio money	.669	.074	.294	.116	-.327	.093	.150	-.112	.037	.110	.254
Connectivity in jio	-.031	.114	.022	.141	.161	.369	.135	.193	.495	.294	.207
Services in Jio than other	.233	.318	.185	.207	.103	.152	.139	-.004	.287	.553	.043
Making payment	.338	.167	.194	.231	.190	.044	.126	.259	-.133	.574	-.044
Advanced feature in jio	.167	.202	.228	.028	.142	.153	.181	.135	.111	**.602**	.210
Value offering of jio	.075	.229	.221	.185	.202	.390	.257	-.108	.123	.287	.185
Referral in Jio	.287	.135	-.014	.082	-.116	**.736**	.155	.161	-.023	.182	.099
My Expectations met by Jio	.037	.578	.049	.279	-.191	.276	.000	.120	-.004	.089	.427
Performance of Jio	.202	.339	-.023	.357	-.271	.520	.041	.326	.244	-.048	.024
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.											
a. Rotation converged in 17 iterations.											

Extraction Method

Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 11 iterations

The Factors are:

Factor 1: Advertisement features.

Factor 2: Price compared with Competitors.

Factor 3: Jio tv.

Factor 4: Network coverage features.

Factor 5: Jio tune.

Factor 6: Referral in Jio

Factor 7: Calling Services.

Factor 8: Data Services.

Factor 9: Connectivity

Factor 10: An advanced feature in jio.

Factor 11: Special offer

Inference

Eleven values speak to the absolute difference clarified by each factor. Level of the all-out change ascribed to each factor. One of the famous techniques utilized in exploratory factor examination is Principle Component Analysis, where the all-out difference in the data is considered to decide the base number of elements that will represent the most extreme fluctuation of data.

Multiple Regression

Hypotheses 1

There is a high-level Subscriber's Satisfaction towards Jio Network with Special Reference to Tiruchirapalli City.

Table 5

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.613[a]	.375	.308	.57155

a. Predictors: (Constant), special offer, data services, advertisement features, calling services, price compared with competitors, jio tv, jio tune, network coverage features, connectivity, referral in jio

Inference

The model summary shows the R-value as 0.613, and this is the percentage variation in the overall level of Subscriber's Satisfaction towards Jio Network.

Table 6 ANOVA (b)

ANOVAᵇ						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	18.063	10	1.806	5.529	.000a
	Residual	30.054	92	.327		
	Total	48.117	102			
a. Predictors: (Constant), special offer, data services, advertisement features, calling services, price compared with competitors, jio tv, jio tune, network coverage features, connectivity, referral in jio						
b. Dependent Variable: overall satisfaction						

Inference

The above ANOVA table gives the F incentive to locate the needy factors related to the Independent factors, bigger the F esteem more the fluctuations. The F-proportion given under section F is 5.529 and p-esteem, 0.000 is given under sig. Segment. Since p-esteem is under 0.05, it infers that the determined relapse coefficient is huge, and the fluctuation in an autonomous variable adds to the adjustment in the subordinate variable. Along these lines, it is deduced that the fluctuation in indicators (Constant variable), truly add to the Subscriber's Satisfaction towards Jio Network with Special Reference. (Subordinate Variable).

Table 7 Coefficients (a)

Coefficientsᵃ						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	.544	.640		.849	.398
	Advertisement features	-.006	.062	-.009	-.099	.922
	Price compared with competitors	.205	.079	.232	2.609	.011
	Jio tv	.048	.079	.054	.604	.547
	Network coverage features	.094	.079	.112	1.184	.240
	Jio tune	.020	.094	.019	.211	.834
	Referral in Jio	.248	.094	.259	2.638	.010
	Calling services	.069	.080	.076	.861	.392
	Data services	.350	.091	.333	3.854	.000
	connectivity	-.066	.101	-.063	-.651	.517
	Special offer	-.067	.083	-.077	-.809	.421
a. Dependent Variable: overall satisfaction						

Inference

From the above table, it is inferred that the value given under column B against Constant is the a-value (0.544), and against Advertisement, features are the b-value (0.922). Therefore regression is formulated as **Y = 0.544+0.922 X1**

Correlations

Correlation between Dimensions related to the Subscriber's Satisfaction towards Jio Network with Special Reference to Tiruchirapalli City.

Table 8

		Service criterion	Price	Promotions	Features	Value added services	Service quality
Service Criterion	Pearson Correlation	1	.548**	.425**	.491**	.460**	.600**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N		103	103	103	103	103
Price	Pearson Correlation		1	.602**	.457**	.495**	.642**
	Sig. (2-tailed)			.000	.000	.000	.000
	N			103	103	103	103
Promotions	Pearson Correlation			1	.696**	.704**	.613**
	Sig. (2-tailed)				.000	.000	.000
	N				103	103	103
Features	Pearson Correlation				1	.744**	.687**
	Sig. (2-tailed)					.000	.000
	N					103	103
Value Added Services	Pearson Correlation					1	.594**
	Sig. (2-tailed)						.000
	N						103
Service Quality	Pearson Correlation						1
	Sig. (2-tailed)						
	N						

**. Correlation is significant at the 0.01 level (2-tailed).

Inference

Correlation Interpretation

The above relationship table shows the bury connection between's the measurements – Service Criterion, Price, Promotion, Features, Value Added Services, and Service Quality for Subscriber's Satisfaction towards Jio Network.

Factors Having Positive Correlation at 1% Level of Significance

Relatively elevated level positive relationship at 1% level of essentialness among the factors exists between Value Added Services and Service Quality with a Pearson estimation of 0.594 and with the huge estimation of 0.000, at that point among Features and Service Quality with a Pearson estimation of 0.687 and with the huge estimation of 0.000, at that point between Features Value Added Services with a Pearson estimation of 0.744 and with the huge estimation of 0.000, at that point among Promotion and Service Quality with a Pearson estimation of 0.613 and with the critical estimation of 0.000, than among Promotion and Value Added Services with a Pearson estimation of 0.704 and with the noteworthy estimation of 0.000, than among Promotion and Features with a Pearson estimation of 0.696 and with the huge estimation of 0.000, than among Price and Service Quality with a Pearson estimation of 0.642 and with the huge estimation of 0.000, than among Price and Value Added Services with a Pearson estimation of 0.495 and with the huge estimation of 0.000, than among Price and Features with a Pearson estimation of 0.457 and with the huge estimation of 0.000, than among Price and Promotion with a Pearson estimation of 0.602 and with the huge estimation of 0.000, than between Service Criterion and Service Quality with a Pearson estimation of 0.600 and with the huge estimation of 0.000, than between Service Criterion and Value Added Services

with a Pearson estimation of 0.460 and with the huge estimation of 0.000, than between Service Criterion and Features with a Pearson estimation of 0.491 and with the huge estimation of 0.000, than between Service Criterion and Promotion with a Pearson estimation of 0.425 and with the huge estimation of 0.000, than between Service Criterion and Price with a Pearson estimation of 0.548 and with the huge estimation of 0.000.

Findings

Frequency Analysis (Customer Profile)

1. From the above table, it is inferred that 69.9% of the respondents are unmarried.
2. In Age group segment, 65.0% of the respondents belong to the age group below 25 Years.
3. In the education segment, 37.9% of the respondents are graduates, and 29.2% of the respondents are Post Graduates.
4. In occupation, 37.9% of the respondents belong to students, and 29.1% of the respondents belong to the Private sector.
5. In family income, 35.9% of the respondents get a salary below 10,000.
6. In the area parameter, 72.8% of the respondents belong to Urban/Semi-Urban.
7. Like family category the majority of the respondents are in the nuclear family group.
8. 39.8% of the respondents select Jio 4G for Connectivity, and 35.0% choose Jio 4G for schemes which play a major role in choosing.
9. 18.4% of the respondents selected Mobile showroom shop, 48.5% select recharge shop, and 18.4% of the respondents from the sales agent for purchasing Jio services.
10. 49.5% of the respondent's Friends and 24.5% of the respondent's advertisement plays a major role in creating awareness of Jio Services.
11. 36.9% of the respondents choose Jio services for Entertainment, and 35.0% of the respondents choose Jio service for personal use.
12. Price affordability for Jio services is normal for 68.0% of the respondents.
13. 41.7% of respondents are using Jio services for 1-2 years.

Multiple Regression

1. R-value is 0.613 in the model summery, and this is the percentage variation in the overall impact of Subscriber's Satisfaction towards Jio Network.
2. In Model Summery, the F-ratio given under column F is 5.529 and p-value, 0.000 is given under sig. Column. Since the p-value is less than 0.05, it implies that the calculated regression coefficient is significant.
3. In Coefficient, the Value given under column B against Constant is the a-value (0.544), and against Advertisement, features are the b-value (0.922). The Regression is formulated with a and b values.

Correlations

1. In correlation, we can infer high-level positive correlation at a 1% level of significance among the variables exists. We can also infer that all the variables are positively correlated.
2. Data service is the only variable that has a significant value of 0.000. Since the p-value is less than 0.05, it implies that the calculated regression coefficient is significant

Suggestions

1. Advertisement features play a vital role in attracting customers. The Jio service Provider can take the necessary steps to educate the customers about the various features.
2. The price of the Jio service is very less when compared with competitors, and this is the major reason for the attraction of customers towards Jio.
3. Major Language Channels can be added to Jio tv.
4. Network coverage features needed to be improved in all means, as subscribers are not able to contact the other Subscriber's in some areas.
5. Jio tune can be improved by adding the regional music tune
6. Calling services can be improved by making the services number available throughout the day
7. Connectivity can be improved by introducing the latest technology as this irritates the customers

and makes them switch over to competitors.

8. Special offers can be given at all major festivals.

Conclusion

In today's competitive business, Customers are considered as the king and also the backbone of any business. Customer service plays a vital role in any business. Every business takes time and effort to master the art of satisfying the customer. Customer satisfaction can be achieved by treating customers, like friends. It is considered as the best way to attract them and make then always come back. The level of satisfaction can also vary depending on other options and customer. Customer satisfaction research will help businesses build stronger relationships with the customers and make them loyal to the business.

From the overall study of identifying the satisfaction level of customer service "it may be concluded that the Reliance Jio Customers are satisfied with the service of which company providing," But at the same time, better customer service will help the organization to be more efficient, in quality services, avoid problem, maintaining the growth and customers attract new schemes. It is also understood from the study that even though the customers are satisfied with the service of the Jio network. Still, more effort has to be taken to make satisfied customers loyal. The most important point to be noted that after the data were collected,

Scope for Further Research

This Study was finished by considering just only a limited number of factors.

Additionally, research can be done by more number of variables that influence the subscriber's satisfaction. This research was done just on customers of Trichy City only. Still, the study can be extended to a national or universal level. Reliance Jio communications announced about the new plan (I,e) From 1st October 2019, only Jio to Jio calls can be done free, and calls from Jio to another network can be done with a special recharge, and for every call to another network 6 Paise will be detected. This can be one of the new factors that can take to measure the satisfaction level in the future study.

Limitations of the Study

Although the objective of the study is met, still there are some limitations to the present study.

- The time availability is very limited for the completion of the research.
- The study conducted is limited to Jio Subscribers of Tiruchirappalli city.
- Only a few numbers of variables are selected for the study.
- The results are subject to a common limitation of the accuracy of response.
- Due to time and cost constraints, a study is conducted concerning Subscribers of Jio in Trichy City only.

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Author Details

Mr. S. Syed Muthaliff, *Assistant Professor, Department of Management Studies, Saranathan College of Engineering, Tiruchirappalli, Tamil Nadu, India,* **Email ID:** *ssyedmuthaliff@gmail.com.*

Ms. K. Karpagam, *Department of Management Studies, Saranathan College of Engineering, Tiruchirappalli, Tamil Nadu, India,* **Email ID:** *karpagamkumar26@gmail.com.*

Ms. G. Aarthi, *Department of Management Studies, Saranathan College of Engineering, Tiruchirappalli, Tamil Nadu, India,* **Email ID:** *aarthiruthika0223@gmail.com.*