CUSTOMER SATISFACTION TOWARDS JIO USERS (AMONG COLLEGE STUDENTS)

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Submitted by

Lalkrosschhuanga

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Class Roll No : 13

University Enrollment No : 2223BCOM013

Under the Guidance and supervision of:

C. Lalnunkimi

Assistant Professor, Department of Commerce

Higher And Technical Institute, Mizoram (HATIM)

HIGHER AND TECHNICAL INSTITUTE, MIZORAM

PUKPUI, LUNGLEI - 796691

CERTIFICATE

This is to certify that the dissertation entitled "Customer Satisfaction Towards Jio Users (Among College Students)" submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by Lalkrosschhuanga, Roll No. 2223BCOM013, IV Semester B.Com. He has fulfilled all the requirements laid down in the regulations of Mizoram University. This dissertation is the result of his investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

Date: 3ʳᵈ May, 2024

Place: Lunglei, Mizoram

(C.Lalnunkimi)   (Vankhawpuimawii Pachuau)

Project Supervisor   Head, Department of Commerce

(Vuansanga Vanchhawng)

Principal

Higher And Technical Institute, Mizoram

DECLARATION

I , Lalkrosschhuanga , hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form basis of the award of any previous degree to me or to do the best of my knowledge to anybody else, and that the dissertation has not been submitted by me for any research degree in any other University or Institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

Date 3.04.2024   (LALKROSSCHHUANGA)

Place: Lunglei, Mizoram   STUDENT

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INTRODUCTION

1.1 CONCEPTUAL FRAMEWORK

Customer Satisfaction is a marketing term that measures how products or services supply by a company meet or surpass a customer's expectation. Customer Satisfaction is important because it provides marketers and business owners with a matric that they can used to manage and provide their businesses.

It is the best indicator of how likely a customer will make a purchase in the future. Asking customer to rate their satisfaction on a scale of 1-10 is a good way to see if they will become repeat customers or even advocates.

McKinsey found that an unhappy customer tells between 9-15 people about their experience. In fact, 13% of unhappy customers tell over 20 people about their experience.

In a competitive marketplace where businesses compete for customer, customer satisfaction is seen as a key differentiator. Businesses who succeed in these cut-throat environment are the ones that makes customer satisfaction a key element of their business strategy.

An Accenture global customer satisfaction report (2008) found that price is not the main reason for customer churn, it is actually due to the overall poor quality of customer service.Customer Satisfaction is the metric you can see to reduce customer churn. By measuring and tracking customer satisfaction you can put new processes in place to increase the overall quality of your customer survive.

Customer satisfaction is tightly linked to revenue and repeat purchases. Tracking changes in satisfaction will help you identify if customer are actually with your product or service.

Customer satisfaction plays an important role within business. Not only is it the leading indicator to measure customer loyalty, identify unhappy customers, reduce churn and increase revenue, it is also a key point of differentiation that helps you to attract new customers in competitive business environments.

Business always starts and closes with customers and hence the customers must be treated as the King of the market. All the business enhancements, profit, status, image etc. of the organization depends on customers. Hence, it is important for all the organizations to meet all the customers' expectations and identify that they are satisfied customer.

Customer satisfaction is the measure of how the needs and responses are collaborated and delivered to excel customer expectation. It can only be attained if the customer has an overall good relationship with the supplier. In today's competitive business marketplace, customer satisfaction is an important performance exponent and basic differentiator of business strategies. Hence, the more is customer satisfaction; more is the business and the bonding with customer.

Customer satisfaction is a part of customer's experience that exposes a supplier's behavior on customer's expectation.It also depends on how efficiently it is managed and how promptly services are provided. This satisfaction could be related to various business aspects like marketing, product manufacturing, engineering, quality of products and services, responses customer's problems and queries, completion of project, post delivery services, complaint management etc.

Customer satisfaction is the overall essence of the impression about the supplier by the customers.This impression which a customer makes regarding supplier is the sum total of all the process he goes through, right from communicating supplier before doing any marketing to post delivery options and services and managing queries or complaints post-delivery.

During this process the customer comes across working environment of various departments and the type of strategies involved in the organization. This helps the customer to make strong opinion about the supplier which finally results in satisfaction or dissatisfaction.

It is necessarily required for an organization to interact and communicate with customers on a regular basis to increase customer satisfaction. In these interactions and communications to learning and determination is required to all individual customer needs and respond accordingly. Even if the products are identical in competing markets, satisfaction provides high retention rates. For example, shoppers and retailers are engaged with frequent shopping and credit cards to gain customer satisfaction, many high end retailers also provide membership cards and discount benefits on those cards so that the customer remain loyal to them.

For improving customer satisfaction, it is essential for the supplier to measure it. It is purely believed that if anything is not measurable then it is not authentic. Customers are the most important asset for any organization as they are only responsible to drives the business. Measuring customer satisfaction helps in identifying specific customer information which is needed to run business smoothly.

Customer satisfaction is an abstract concept and involves such factors as the quality of the product, the quality of the service provided, the atmosphere of the location where the product or service is purchased, and the price of the product or service. Businesses often use customer satisfaction surveys to gauge customer satisfaction. These surveys are used to gather information about customer satisfaction. Typical areas addressed in the surveys include:

* Quality of product

* Value of product relative to price - a function of quality and price

* Time issues, such as product availability, availability of sales assistance, time waiting at checkout, and delivery time

* Atmosphere of store, such as cleanliness, organization, and enjoyable shopping environment

Managing customers' satisfaction efficiently is one of the biggest challenge an organization face. The tools or methods to measure customer satisfaction needs is to be defined sophisticatedly to fulfill the desired norms.

Customer satisfaction is the overall impression of customer about the supplier and the products and services delivered by the supplier. Following are the important factors that could affect customer satisfaction:

* Department capability of the supplier.

* Technological and engineering or re-engineering aspects of products and services.

* Type and quality of response provided by the supplier.

* Supplier's capability to commit on deadlines and how efficiently they are met.

* Customer service provided by the supplier.

* Complaint management.

* Cost, quality, performance and efficiency of the product.

* Supplier's personal facets like etiquettes and friendliness.

* Supplier's ability to manage whole customer life cycle.

* Compatible and hassle free functions and operations.

The above factors could be widely classified under two categories i.e. supplier's behavior and performance of product and services. The supplier's behavior mostly depends on the behavior of its senior subordinates, managers and internal employees. All the functional activities like customer response, direct product and maintenance services, complaint management etc. are the factors that rely on how skillful and trained the internal and human resources of the supplier are.

The second category is regarding all the products and services. This depends on the capability of supplier of how to nurture the products and service efficiently and how skilled the employees are. It's all about how the skills are implemented to demonstrate engineering, re-engineering and technological aspects of the products and services. The quality and efficaciousness of the products is also an important factor that enables compatible and hassle free functions and operations. This bears to lower maintenance and higher life of the product which is highly admired by the customers.

The concept of customer satisfaction is new to some companies, so it's important to be clear on exactly what's meant by the term. Customer satisfaction is the state of mind that customers have about a company when their expectations have been met or exceeded over the lifetime of the product or service.

The achievement of customer satisfaction leads to company loyalty and product repurchase. There are some important implications of this definition.

* Because customer satisfaction is a subjective, non-quantitative state, measurement won't be exact and will require sampling and statistical analysis.

* Customer satisfaction measurement must be undertaken with an understanding of the gap between customer expectations and performance perceptions.

* There is a connection between customer satisfaction measurement and bottom-line results.

In addition to a clear statement defining customer satisfaction, any successful customer survey program must have a clear set of objectives that, once met, will lead to improved performance. The most basic objectives that should be met by any customer surveying program include the following:

* Understanding the expectations and requirements of your customers.

* Determining how well your company and its competitors are satisfying these expectations and requirements.

* Developing service and/or product standards based on your findings.

* Examining trends over time in order to take action on a timely basis.

* Establishing priorities and standards to judge how well you've met these goals.

Conducting a customer satisfaction survey program is a burden on the organization and its customers in terms of time and resources. There is no point in engaging in this work unless it has been thoughtfully designed so that only relevant and important information is gathered.

This information must allow the organization to take direct action. Nothing is more frustrating than having information that indicates a problem exists but fails to isolate the specific cause.

Having the purchasing department of a manufacturing firm rate the sales and service it received on its last order on a survey scale of 1 (terrible) to 6 (magnificent) would yield little about how to improve sales and service to the manufacturer.

1.1 LITERATURE REVIEW

The study of providing customer satisfaction is the most crucial step of the company with internet access on the move such as wide network coverage and technology advanced stuff required by almost everybody in today's environment. Reliance jio is working according to Indian market; it gives best quality services at much less price.

Literature review helps in many ways, it helps and gives us information about what we are studying that is explain and define by different Journalist.

1.1.1 Customer Satisfaction of mobile telecommunication networks in Ghana

According to Adepoju and Suraju (2012) customer satisfaction, and corporate image is important determinants of customer satisfaction and loyalty in the Nigeria's GSM market whereas the price/tariff is not deemed to be a determinant of customer satisfaction and loyalty in the GSM market. But the marketing literature showed researchers' inclination towards price fairness in relation to customer satisfaction (Hermann et al., 2007; Kukar-Kinney et al., 2007; Martin-Consuegra et al., 2007).

Other studies have postulated that perceived service quality is an important determinant of customer satisfaction that have both cognitive and effective dimensions beyond just cognitive assessment of customers on the offering of service providers (Gronroos C.2001; Edvardsson 2005; Edvardsson et al 2005). Wang and Hing-Po (2002) suggested that there is some kind of intertwine relationships, among all the antecedents of customer satisfaction. Customer satisfaction plays a key moderating role for the relationship between price increases and repurchase intentions (Homburg, Hoyer & Koschate, 2005). In the work of many scholars and practitioners, CS is found to be driven by the quality of service and the customer service experiences.

The state of customer satisfaction with service delivery is not clear as there is scanty documentation of the issue. According to a discussion paper on telecom developments and investments in Ghana (Frempong and Henten,2004), the authors noted that "the goals set by government have only partly been met - especially with respect to the development in rural areas - and the quality of service is still low and has even deteriorated on some indicators. There is, therefore, a widespread dissatisfaction with the general telecom development in Ghana among users as well as policy decision makers and administrators".

A lot of factors that drive customer satisfaction need to be examined in order to reliably measure it. Against this backdrop, this article seeks to analyze customer satisfaction with service delivery in mobile telecommunication networks (MTN's) in Ghana.

1.1.2 A Study related to Customer Satisfaction on the mobile service in india

Coyne (1989) stated that customer satisfaction has measurable impact on customer loyalty in that when satisfaction reaches a certain level; on the high side, loyalty increases dramatically; at the same time, when satisfaction falls to a certain point, loyalty reduces equally dramatically. Yi (1990) expressed that the impact of customer satisfaction on customer loyalty by stating that "customer satisfaction influences purchase intentions as well as post-purchase attitude". In other word, satisfaction is related to behavioral loyalty, which includes continuing purchases from the same company, word of mouth recommendation and increased scope of relationship.

Gale (1992) and Fornell (1992) studies and shows that higher customer satisfaction results into higher than the normal market share growth, also the ability to charge higher price, lower transaction costs, and a strong link to improved profitability. It was also demonstrated that customer satisfaction is related to higher profitability and proved his findings statistically. It stated that shareholder value is highly elastic with respect to customer satisfaction. Fornell et al., 1996, found that customer satisfaction is significantly related to an organizations' financial performance.

According to Albrecht and Zemke, "customers who register complaints, between 54% and 70%will again do business with the company if their complaints are resolved. This figure increases further to 95% if the customer feels that the complaint was resolved promptly and efficiently. Avery important fact is customers who have complained to a company and had their complaints satisfactorily resolved tell an average of five people about the good treatment they received. As, reported that when the service provider accepts responsibility and resolves the problem when customers complain, the customer becomes "bonded" to the company".

1.1.3 Customer Satisfaction of Greek mobile phones services

Fornell & Westbrook (1984) examined the strategic importance of managing customers' complaints for the first time that by encouraging the expression of customer complaints today, a company might be able to decrease future complaints. It is very important for any customer to know where he can address his complaints which will be given the proper consideration.

Dick & Basu, (1994); Flavian& Guinaliu, (2006). Customer loyalty has been defined as a long-term commitment for the consumer to remain in the same company, and use more products and services in the future.

Martensen et al. (2000) indicate that the image is an important element in the customer satisfaction model.The image is expected to have a positive relationship towards the customer expectations,customer satisfaction and loyalty of customers to the company.

Anderson & Fornell, (2000) says that Company image and customer satisfaction are found to affect positively customers' loyalty.

1.1.4 Service Quality and Customers Preference of Cellular Mobile Service Provided

Riggs, (1983) says that a company's most important success factor is the ability to deliver better customer value than competitors do, and the objective of a strategy is to deliver value to the customers in order to provide required returns to the shareholders and employees.

Melody (2001) says that the success of telecommunication industry depends on prudent efforts and feasible investments. In a competitive market, service providers are expected to compete on both price and quality of services and also it is necessary for the service providers to meet the consumers' requirements and expectations in price and service quality.

Abhishek Kumar Singh and Malhar Pangrikar (2013) did a study titled "A Study Report, to Find out Market Potential for 4G Businesses in Pune". The Report is all about "Study of market potential for 4G business in pune" and also to know about the customer perceptions and attitudes towards their current service provider. Satisfaction level of the customers was also judged. The customer expectations were analyzed thoroughly.

1.2 STATEMENT OF THE PROBLEMS

The study of the project aims at studying the problem face by the respondents regarding their satisfaction of Jio users.

> The respondents are from college student, most of them did not pay much attention of answering the question, these cause many problems in the project.

> Mostly the respondents are from different places and from different locality, the collection of the question is very difficult as some of them did not pay much attention.

> There are different Colleges, giving and distributing the questionnaire take much of the time and many problem has been face, as they did not have much of the free period, finding for their free period and asking their lecturer time for distributing the questionnaire is very troublesome especially when they are given an important lecture.

> Students are of different kinds and are from different places, they have different thinking, some of them try their best of answering the question but some did not even try to answer, while some did not answer finish the question.

> During the time of writing the literature review finding the right journal is very difficult, since there are many journal available and since there are many writers, choosing the right journal takes a lot of time, because since all the journal are to be read.

> Even though there are many questionnaires distributed many of them have lost the questionnaire since they did not pay much attention, getting back the exact number of questionnaire distributed is very difficult.

> Study accuracy totally based upon the respondent's response.

> Stipulated short span of time for survey.

1.3 SIGNIFICANCE OF THE PROJECT

Even though, Jio network offers cost free services at the beginning, the 100% satisfaction of its customer is a doubtful one. Although the customers are availing Jio services, they spend some amount for using other networks. If Reliance Jio fails to give the full satisfaction to its customer, it is difficult to sustain its image in the systematic nation. Hence the study is undertaken for the purpose of analyzing the satisfaction level of the customer of Jio network.

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 Jio network which has been founded in 2007. It is a LTE mobile network operator in India. It is a wholly owned subsidiary of Reliance Industries headquartered in Mumbai which provides wireless 4G LTE service network (without 2G/3G based services) and is the only 100% voLTE (Voice Over LTE) operator in the country. It covers all 22 telecom circles in India. The Reliance Jio unit has been buying spectrum since 2010 under a plan to return this quarter to a market that now has more than 1 billion mobile subscribers. Reliance jio has appointed shahrukh Khan as their brand Ambassador. It invests into wireless unit of about 150 billion rupees.

Jio have plan to issue 15 billion new share at Rs.10, each to existing shareholders.

Jio communications owns and operates the world's largest next generation IP enabled connectivity infrastructure which comprises 2,80,000 kilometers of fiber optic cable systems in India, USA, Europe, Middle East and the Asia Pacific region.

Facts about the customer care services

1) Churn management: - As we know customer retention has become the prime focus of the service operators in today's day as said it takes Rs 3000/- to acquire a new customer therefore it is a cheaper process to maintain the existing customer base.In order to do so the service operators provide their loyal postpaid customers with special offers.

2) Location of the customer care service station should be at a place where there is easy accessibility and locations that encounter a high foot fall.

3) The space layout of the service stations should provide with systematic computer operation in order to register the complaint or query of the customers and maintain their records in order to maintain their flow of conversation.

4) The attendants shall be given training and shall be motivated to deliver excellent services. They shall be polite and patient in handling their customers and shall try handling the problem at their level before forwarding the problem to a senior.

5) The call attending system shall be quick through a digitalization process.

1.4 0BJECTIVE OF THE PROJECT

> To study the demographic profile of the customers of Jio Mobile service provided.

> To identify customer's preference towards the Jio mobile service provided.

> To know the customer satisfaction level towards Jio Mobile service provided.

› To study the problems faced by the respondents that can happen in any case regarding the signal or any other things

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1.5 RESEARCH METHODOLOGY

The purpose of the methodology is to design the research procedure. This includes the overall design, the sampling procedure, the data collection method and analysis procedure.It is attempted to specify the scope of the study and the time period for the data collected from the respondents.

The questionnaire consists of 12 brief statement question which consist of 1-4 Likert scale basis which will describe the statement of the respondents, which is 1 - Bad, 2 - Average , 3 - Good and 4 - Very Good.

The collection of the questionnaire take time as the respondents are from different places, some of them did not answer at all so it cannot be collected all of them, the questionnaire is distributed to 40 students and can only be collected from 33 respondents among 40 students.For the framing of the questionnaire there are a lot of information needed, a lot of data are collected, we need to know what the respondents are in lack of.

While the questionnaire is being distributed among the students we need to find their free time we cannot sometimes just go to their classroom and just distribute the questionnaire, we have to get permission from their teacher, it takes a lot of time for the distribution of the questionnaire, we have to go to different colleges, different places which take much of the time.

Since the respondents are from the college students they did not pay much attention, and did not give much priority to the questionnaire even though some of them answer very well, while some of them did not answer finish and didn't answer in a proper manner, and some did not even try to answer the questionnaire.

1.6 LIMITATION OF THE PROJECT

During the time of the project many problem has been face, the problem face during the project are list as under: -

> The problem faced is in getting co-operation with the customers. Many of the respondents did not agree to the need and utility of the project and hence did not agree to provide with the information.

> The behavior of the respondents is unpredictable which may result in the lacking of accuracy in the data.

1.7 CHAPTER PLAN :

These are the chapter plan for the study :

Chapter – 1

I.   Introduction

Chapter – 2

II.   Analysis and Interpretation of Data

Chapter – 3

III.   Result and Discussions

Chapter – 4

IV.   Conclusion and Suggestion

CHAPTER – 2

ANALYSIS AND INTERPRETATION

Table 1.1 Age of the respondents

Age	Frequency	Percent
Below 20	8	24.24
20 or Above 20	25	75.76
Total	33	100%

From the above table we can see that 24.24% are below 20 years of ages and 75.76% are above 20 years of age.

Table 1.2 Gender of the respondents

Gender	Frequency	Percent
Male	15	45.46%
Female	18	54.54%
Total	33	100%

As we can see in the above table 45.46% are male and 54.54% are female respondent.

Table 1.3 College of the respondents

College	Frequency	Percent
HATIM	17	51.51%
Lunglei Government College	8	24.24%
JB College	8	24.24%
Total	33	100%

In the above table we can see that 51.51% are from HATIM, 24.24% are from Lunglei Government College and 24.24% are from JB College.

Table 1.4 Department of Respondents

Department	Frequency	Percent
Arts	15	45.46%
Commerce	11	33.33%
Social Work	7	21.21%
Total	33	100%

In the above table we can see that 45.46% are from Arts department, 33.33% are from Commerce department and 21.21% is from the Social Work department.

Table 1.5 How long have you been using Jio Sim Card ?

Years of using Jio Sim	Frequency	Percent
Less than 1 year	6	18.18%
Between 1-3 years	8	24.24%
More than 3 years	19	57.58%
Total	33	100%

In the above table we can see 18.18% use the sim less than 1 year, 24.24% use the sim between 1–3 years and 57.58% use the sim more than 3 years.

Table 1.6 Is there any Jio Sim Card user from your family ? If any, how much are there ?

Other Jio user from the family	Frequency	Percent
One	9	27.27%
Two	10	30.30%
Three	5	15.16%
More than three	9	27.27%
Total	33	100

In the above table one person i.e 27.27% from their family using jio sim card, two persons i.e 30.30% from their family using jio sim card, three persons i.e 15.16% from their family is using jio sim card and the remaining more than three persons i.e 27.27% from their family is using jio sim card.

Table 1.7 Is Jio Sim Card helpful in your studies?

Does it helpful?	Frequency	Percent
Yes	24	72.73%
No	9	27.27%
Total	33	100%

From the above table we can see that 72.73% thinks that it helps in their studies while the remaining 27.27% thinks that it does not helpful in their studies.

Table 1.8 Is Jio Sim Card helpful for your personal needs ?

Does it helpful ?	Frequency	Percent
Yes	24	72.73%
No	9	27.27%
Total	33	100%

From the above table we can see that 72.73% think that it helpful in their personnel needs while the remaining 27.27% think that it does not helpful in their personnel needs.

Table 1.9 If you were buy new Sim Card would you buy Jio Sim Card again ?

Your Decison	Frequency	Percent
Yes	21	63.64%
No	12	36.36%
Total	33	100%

From the above table we can see that 63.64% said that they will by the same sim card if they were to brought the new sim card while 36.36% thought that they will not by the same jio sim card.

Table 1.10 Do you thinks Jio Sim Card is superior to other Sim Cards ?

Does jio is superior than other sim card	Frequency	Percent
Yes	18	54.55%
No	15	45.45%
Total	33	100%

In the above table 54.55% think that Jio is superior to other sim card and 45.45% don't think that jio is superior to other sim card.

Table 1.11 Do you think the Net Speed is constant from the time you started using Jio Sim Card till date ?

Does JIO net speed constant?	Frequency	Percent
Yes	13	39.40%
No	20	60.60%
Total	33	100

From table we can see that 39.40% think that the net speed is constant and 60.60% don't think that the net speed of is constant.

Table 1.12 Which plan under Jio are you commonly using ?

Plan	Frequency	Percent
Prepaid	22	66.67%
Post Paid	11	33.33%
Total	33	100%

From the above table we can see that 66.67% are using the prepaid and the remaining 33.33% are using post paid.

Table 1.13 How much do you spend on your current network plan ?

Amount	Frequency	Percent
Less than Rs.150	8	24.24%
Between Rs.150 – Rs.300	19	57.58%
More than Rs. 300	6	18.18%
Total	33	100%

From the above table we can see that 24.24% are using less than Rs.150, 57.58% are using between Rs.150 –Rs.300andthe remaining 18.18% are using more than Rs.300.

Table 1.14 What do you think of Jio Signal speed?

Signal Speed	Frequency	Average
Bad	3	9.10%
Average	21	63.63%
Good	8	24.24%
Very Good	1	3.03%
Total	33	100%

From the above table we can see that 9.10% think that Jio signal is bad, 63.63% thought that the signal is average, 24.24% think the signal is good and the remaining 3.03% think the signal is very good.

Table 1.15 What do you think about the reliability of the offers made by Jio?

Particular	Frequency	Percent
Bad	4	12.12%
Average	17	51.51%
Good	10	30.30%
Very Good	2	6.07%
Total	33	100%

From the table we have,12.12 % think that the offer made by jio is bad, 51.51% think that the offer is average, 30.30% think that the offer is good and the remaining 6.07% think the offer made by jio is very good.

Table 1.16 What do you think about their customer care and service?

Care & Service	Frequency	Percent
Bad	2	6.07%
Average	9	27.28%
Good	17	51.51%
Very Good	5	15.14%
Total	33	100%

From the above table we can see that % think that the customer care & service of Jio company is bad, % think that it is average, % think that it is good and the remaining % think that Jio company customer care & service is very good.

Table 1.17 Do you think you made the right choice using Jio?

Opinion	Frequency	Percent
Bad	4	12.12%
Average	17	51.51%
Good	10	30.30%
Very Good	2	6.07%
Total	33	100%

From the above table we can see that 12.12% think that they made the wrong choice of using jio, 51.51% think that its average, 30.30% think that they made a good choice while the remaining 6.07% think that they made a very good choice of using jio.

Table 1.18 Overall performance of Jio Sim Card

Performance	Frequency	Percent
Bad	3	9.10%
Average	10	30.30%
Good	16	48.49%
Very Good	4	12.11%
Total	33	100%

From the above table we see that 9.10% think that overall performance is bad, 30.30% think that it's average, 48.49% think that its good and the remaining 12.11% think that Jio performance is very good.

CHAPTER – III

(RESULT AND DISCUSSION)

Table 1.1 Age of The Respondents

From these Table 1.1 we can see that the respondents are mostly from the age of 20 and above of age and we can see that the percentage comes up to 75.756%, we can know that Bachelor student are mostly to the age of 20 and above years old. Mostly in colleges below 20 years of age are using jio from these 3 colleges which is the most common among them.

Table 1.2 Sex of The Respondents

From the Table1.2 we can know that we get more feedback from the respondents of female (i.e.54.54%) than male, which means that mostly the respondents are from the female students, and we can find that female's pay more attention regarding these research.

Table 1.3 College of The Respondents

Questionnaire is being distributed to 3 colleges in Lunglei which are Lunglei Government college, HATIM and JB College, from these 3 colleges we have the best response from HATIM. In Lunglei Government College questionnaire is distributed to 10 students and we have got back from 8 students their feedback, in HATIM questionnaire is distributed to 20 students and we have got back from 17 students their feedback and from JB College questionnaire is distributed to 10 students and we have got back from 8

students their feedback.

Table 1.4 Department of the Respondents

From Table 1.4 we can see that questionnaire is being distributed to different department which are Arts, Commerce, Social Work. Since the questionnaire is being distributed to different department which study different streams, the feedback that we got from **them** is somehow different of how it helps them in their studies.

Table 1.5 How long have you been Jio Sim Card?

From the Table 1. we can see that most of the respondents have already used Jio sim for more than 3 years, knowing these we can know that the respondents will know the limitation the advantages of using these mobile service since they already used it for more than 3 years.

Table 1.6 Is there any other Jio Sim Card user from your family? If any, how much are there –

From the respondents we can know that in every family excluding the respondents there are at least 1 person who is using jio, these shows that jio is very popular in each residence, which means that jio sim is quite common these days, in every family we can know that there are at least 2 person using these mobile network. From these we can clearly know that nowadays jio mobile service is becoming popular since it is a 5G service, people prefer to used 5G instead of using 2G/3G/4G.

Table 1.7 Is Jio Sim Card helpful in your studies?

From the Table 1.7 we can know that from 33 students of the respondents 24 students (i.e.72.73%) thinks that it helps them in their studies, since it is being answer from different department and from different students the way it helps them may not be the same and the way they need it in their studies may also not be the same, since the background of is department is of different kinds.

Table 1.8 Is Jio Sim Card helpful in your personal need?

There can be different things that can be a personal need, as the respondents are different persons and from different background, for some it maybe for their personal life, for their work and there can be many things regarding these personal needs. We can know that Jio mobile service is very useful for the personal needs, as majority of them are on to the positive sight**.**

Table 1.9 If you were to buy new sim would you buy Jio Sim Card again?

From the table 1.9 we can see that 63.64% of the respondents are aiming to buy jio mobile service if they are supposed to buy a new mobile service. From the feedback of the respondents we can know that the most of the people from the respondents thinks Jio is reliable and they want to use Jio sim card continuously

Table 1.10 Do you think Jio is superior to others Sim Cards?

Majority of the respondents (i.e. 54.55%) think that it is superior to other mobile service. We can see from their feedback that it is a 5G itself it does to the way they expect, as it reach more then they expect the level of other 5G mobile service.

Table 1.11 Do you think the Net Speed is constant from the time you started using Jio Sim Card till date?

Majority of the respondents don't think that the net speed of jio mobile service is constant, as we can see in Table 1.11 majority of them think that they are not provided with signal these shows the point where jio mobile service is not dependable for the users. Since the users of these mobile service is increasing a lot the signal become slow and if a change or an action is not done the company they will surely loss its customers.

Table 1.12 Which plan are you commonly using?

From the above table 1.12 we can see that 66.67% are using the prepaid which show that most of the respondents are adaptable to use a limited amount of data and it is also cheaper than postpaid.

Table 1.13 How much do you spent on your current network plan?

From the table 1.13 we can see that 57.58% are using between Rs.150 –Rs.300 which show that most of them used 1 G/B – 2.5 G/B per day.

Table 1.14 What do you think of Jio signal speed?

From Table 1.8 we can see that more than half of the respondents think that the speed of these mobile service is average as compare to other mobile services, and also there are few who think that it is bad, good and very good as compare to other mobile service.

Table 1.15 What do you think the reliability of the offer made by Jio Company?

The offer made by the company is that when it first came to be useable to the customers all the calls, messages and other thing are free which means that it has an unlimited call, messages, etc. but now a slight change has been made regarding these we have to renew our data which has a death line of it. Majority of the respondents (i.e. 51.51%) think that the offer made to them is reliable, if there are a lot of offer made to the customer so that there will be more jio users which will be the benefits of the company.

Table 1.16 What do you think about their customer care and service?

According to these majority of the respondents (i.e.51.51%) thinks that they are being cared by the jio mobile service company, also there are respondents who think that they are being cared above the average, and also there are few who think that they are not being cared by the company. Mostly company aims for the satisfaction of its customers and, it keeps them its first priority. Customers plays a very important role as they are the one who keeps on going the business of the company.

Table 1.17 Do you make the right choice of using Jio?

Majority of the respondents (i.e.51.51%) thinks that they make the right choice regarding these mobile service, for some it may be there wrong choice but in these case more than half of the respondents are on the positive sight we can say that the customers of these jio mobile service are successful regarding these mobile service.

Table 1.18 Overall performance of Jio?

From table 1.18 only 9.10% think that the performance of jio is bad while the remaining 90.90% are on the positive sight which show that from the respondents of the questionnaire majority of them think that the overall performance of jio is good and reliable.

CHAPTER – IV

CONCLUSION AND SUGGESTION

CONCLUSION

The study is involved in measuring the level of satisfaction and preference of Jio customer and the researcher recommends Reliance Jio Company to improve their network coverage and to wipe out the calling congestion. And it is assured that the company can achieve the 100 percentage satisfaction of their customer. And also the customer might not be switch over to other networks. It will create goodwill for the company and enrich its worthiness.

SUGGESTION

Most of the respondents are suggesting to improve the network coverage of Jio services and to remove the calling congestion. It assists Reliance Jio to capture the greatest market share in the current trend. And it can be survived in the market with its competitors for a long period and also create a good image in the minds of customers. If the company charges for its service in the future, the researcher suggested it to charge minimum rate on data and calling services than their rival competitors. Improvement in the customer care services will enrich their CRM practices and to retain existing customers and to create new customers. Through the word of mouth, the customers are aware of Jio and strive for accessing its services. That is why, it is recommended to increase the quality of their services. To remove the network problem and calling congestion, the present study suggests to install the towers in the place of unavailability of network and the remote area.

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Appendix 1 : Questionnaire

CUSTOMER'S SATISFACTION TOWARDS JIO USERS

1. Age group

Below 20 [ ]   20 or Above 20[ ]

2. Gender

Male [ ]   Female [   ]

3. Name of Department

Commerce [   ]   Computer Science [   ]

Social Work [   ]   Arts [ ]

4. Name of College

HATIM   [   ]   LGC [   ]

JB College [   ]

5. How long have you been using Jio Sim Card ?

Less than 1 year [   ]   1 - 3 Years [   ]

More than 3 Years [   ]

6. Is there any other Jio Sim Card user from your family? If any, how much are there -

One [   ]   Two [   ]

Three [   ]   More than Three [   ]

7. Was it your decision to buy JIO Sim Card ?

My decision [   ]   My Family's decision [   ]

My friend's decision [   ]   Others [   ]

8. Is Jio Sim Card helpful in your studies ?

Yes [   ]   No[   ]

9. Is Jio Sim Card helpful for you personal needs ?

Yes [   ]   No[   ]

10. If you were to buy new Sim Card would you buy Jio Sim Card again?

Yes [   ]   No [   ]

11. Do you think Jio Sim Card is superior to other Sim Cards ?

Yes [   ]   No [   ]

12. Do you think the Net Speed is constant from the time you started using Jio Sim Card till date?

Yes [   ]   No [   ]

13. Which plan under Jio are you commonly using?

Prepaid [   ]   Post paid [   ]

14. How much do you spend on your current Network Plan?

Less than Rs. 150 [   ]   Between Rs 150 - Rs 300 [   ]

More than Rs 300 [   ]

MAKE A TICK MARK OF YOUR CHOICE FROM THE QUESTION

Particulars	Bad	Average	Good	Very Good
1.What do you think of Jio signal speed?				
2. What do you think about the reliability of the offers made by Jio Company?				
3.What do you think about the customer care and service?				
4. Do you think you made the right choice of using Jio?				
5. Overall performance of Jio Sim Card				