A STUDY ON CUSTOMER PERCEPTION TOWARDS THE RELIANCE JIO 5G SERVICES WITH SPECIAL REFERENCE TO COIMBATORE CITY

Mr. A. David[1], Mr. J.Vishwa [2]

[1]*Assistant Professor, Department of Commerce with Professional Accounting,*
Dr. N.G.P. Arts and Science College
[2]*Student of III B.Com.(PA), Department of Commerce with Professional Accounting,*
Dr. N.G.P. Arts and Science College

ABSTRACT

The word Perception comes from the Latin word, "percipio" meaning "receiving, collecting, Action of taking possession, apprehension with the mind or senses". Perceptionis what we see in the environment around us, in other words how an individual interprets the information i.e., seeing, hearing, tasting, feeling and smelling about his environment. Thus, perception is a subjective phenomenon. . In this competitive business Scenario, every Activities begins and ends with the customer need. Now, the telecommunication is the most appropriateindustry and involves every business Activities.

KEYWORDS: *word Perception - Price – Quality- Packaging and branding.*

INTRODUCTION

The word Perception comes from the Latin word, "percipio" meaning "receiving, collecting, Action of taking possession, apprehension with the mind or senses". Perceptionis what we see in the environment around us, in other words how an individual interprets the information i.e., seeing, hearing, tasting, feeling and smelling about his environment. Thus, perception is a subjective phenomenon. The study of perception focuses on what we add to raw sensations in order to give them meaning. Each individual interprets the meaning of a stimulus to be consistent with his or her own unique biases, needs, and experiences. The three stages of exposure, attention, and interpretation make up the process of perception.

STATEMENT OF THE PROBLEM

From the customer point of view, they have faced many issues relating to network coverage,service quality, new tariff plans and value-added services attached by the telecom service providers. This study aims in determining the customer level of perception towards the reliance jio5G services. This study attempts to assess the service quality perceptions on the reliance 5G servicewhich is one of the leading private players in telecom sectors and providing services such as Telecommunication (Landline and Mobile) and Broadband services (Fixed Line and Wifi) that are considered as high priority services in telecommunication sectors of the study and for this six dimensions are taken to measure the services such as Tangibility, Reliability, Responsiveness, Assurance, Empathy and Technical quality. Therefore, it becomes important to understand whetherthe perception of the customers have positive impact on all the dimension leading to service qualityof reliance jio 5G service Telecom Service.

SCOPE OF THE STUDY

This study could assist the reliance jio service with respect to their enhancement of the quality of the services offered. The main significance of the study is to find out the perception of the customers using Reliance Jio 5G service. The competitor reaction to the Jio service which was extreme and the percentage on how much competitors like Vodafone and Airtel are affected by the services.

OBJECTIVES OF THE STUDY

* To study about the Reliance jio 5G service awareness in telecom sector.
* To examine the perception level of the customer on Reliance jio 5G service.
* To identify the factors influencing the customer to choose Reliance jio 5G service.

RESEARCH METHOLOGY

RESEARCH DESIGN
The empirical design is used in this study. It is based on observation and measurement of phenomena, as directly experienced.

SOURCE OF DATA
Both the primary and secondary data are used for the study. The primary data has been collected from the respondents through questionnaire and secondary data has been collected from articles, books, magazines and newspaper.

SAMPLE TECHNIQUE
The convenience sampling method under the non – probability sampling technique wasused in this study.

TOOLS USED
- Percentage analysis
- Rank analysis

LIMITATIONS OF THE STUDY
- The time limit for the research was small to gather information for an in-depth study
- Respondents may give biased information
- If more cost is used in the study extensive study could have done.

REVIEW OF LITERATURE

Alliance Tony-Mayeko (2022)[1], focused on the latest advancements and potential of 5G technology in wireless communications. He article explained that 5G had overcome several challenges with the help of next-generation cellular networks and provides new user experiences that connect new businesses. The article further emphasizes the importance of understanding where companies can take advantage of 5G. It discusses various technological advancements, such as millimeter wave (mmWave), massive multiple-input and multiple- output (massive-MIMO), small cell, mobile edge computing (MEC), beamforming, and variousantenna technologies. Finally, the article concluded that future research goals to improve the 5G cellular system. Overall, the article provides a comprehensive overview of the recent improvements and potential of 5G technology in wireless communications.

Dr. Somabhusana Janakiballav Mishra.et.al (2021)[2], In that study, it is described that mobile Services is a crucial element in today's cyber world and it is one of the fastest growing industriesin India due to heavy competition among different service providers. To study the customers satisfaction towards various mobile service providers and the factors affecting their buying decision. the sampling method here is primary data and the sample size of research is 112 people. This research study was based on a survey made online with a structured questionnaire. The study was concluded using statistical tools: chi-square, column graphs and bar graphs which concludes that there is no significant association between gender and age with type of plans theychoose. The conclusion states that a particular mobile service provider is preferred by the customers based on the idea of call tariffs, network coverage and VAS. They mostly prefer prepaid plans. JIO is the most preferred mobile phone service provider.

DATA ANALYSIS AND INTERPRETATIO

The data collected from the samples have systematically applied and presented in the tables under various headings of the following pages. They are also arranged in such a way that a detailed analysis can be made so as to present suitable interpretations for the same.

SIMPLE PERCENTAGE ANALYSIS
The percentage analysis is mainly used to find the distribution of different categories of respondents. As the values are expressed in terms of percentage it facilitates comparison and standardisation. The Analysis describes the classification of the respondents falling under each category.

TABLE 1
TABLE SHOWING THE AWARENESS OF THE RESPONDENTS REGARDING THE 5G SERVICES

S.NO	PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE (%)
1	Highly aware	27	22.50
2	Aware	51	42.50
3	Neutral	37	30.83
4	Unaware	05	4.17
	TOTAL	**120**	**100**

(Source: Primary Data)

INTERPRETATION
The above table 4.1.8 shows that 22.50% of the respondents are highly aware, 42.50% of the respondents are aware,30.83% of the respondents are neutral and the rest 4.17% of the respondents are unaware of the jio 5G services.

TABLE 2
TABLE SHOWING THE PLANS USED BY THE RESPONDENTS

S.NO	PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE(%)
1	Postpaid	38	31.67
2	Prepaid	82	68.33
	TOTAL	**120**	**100**

(Source: Primary Data)

INTERPRETATION
The above table 4.1.9 shows that 68.33% of the respondents uses prepaid, 31.67% of therespondents uses postpaid.

TABLE 3
TABLE SHOWING THE RESPONDENT'S EXPERIENCED WITH JIO 5GSERVICES

S.NO	PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE(%)
1	Excellent	22	18.33
2	Good	70	58.33
3	Better	26	21.67
4	Poor	02	1.67
	TOTAL	**120**	**100**

(Source: Primary Data)

INTERPRETATION
The above table 4.1.15 shows that 18.33% of the respondents says excellent, 58.33% of the respondents says good,21.67% of the respondents says better and 1.67% of the respondents sayspoor.

RANK ANALYSIS
A Rank analysis is any of several statistics that measure an ordinal association. The relationship between ranking of different ordinal variables or different ranking of the same variable. Where a "ranking" is the assignment of the label "First", "second", "third" etc.., to different observations of particular variable. A Rank analysis measure the degree of similarity two rankings, and can be used to assess the significance of the relation between them.

TABLE NO 4
TABLE SHOWING RANKING LEVEL OF AGREEMENT WITH EACH OF THEFOLLOWING STATEMENTS

S.NO	PARTICULARS	1	2	3	4	TOTAL	RANK
1	Airtel	38(4)	25(3)	15(2)	42(1)	299	4
2	BSNL	14(4)	51(3)	42(2)	13(1)	306	3
3	JIO	47(4)	30(3)	31(2)	12(1)	352	1
4	Vi	34(4)	36(3)	35(2)	15(1)	329	2

INTERPRETATION
In the table 4.3.1, it is understood that JIO is ranked as 1, Vi is ranked as 2, BSNL is ranked as 3,Benefits is ranked as 3 and Airtel is ranked as 4.

FINDINGS
SIMPLE PERCENTAGE ANALYSIS
- 42.50% of the respondents are aware of the jio 5G services.
- 68.33% of the respondents uses prepaid.
- 58.33% of the respondents says good in jio 5G services.

RANKING ANALYSIS
- In this study the majority of the respondents ranked 1 for JIO Network.

SUGGESTIONS
The service provider of Reliance Jio 5G should provide more diverse and entertaining ways ofcommunicating, which are at the same time easily accessible and convenient to use. They shalladopt new marketing and advertising strategies to create more awareness among the people. As the price being the main factor influencing the customer to choose their service provider, reduction in recharge plan packs shall be made to attract more customers. The service providershould find new ways to identify the audience and understand how the customers perceive their brand and services.

CONCLUSION
This study was focused to figure out the perception of the customers towards Reliance Jio 5G services and it was concluded that Jio has a strong position on people's mind set in Coimbatorecity. The respondents from the survey questionnaire are mostly youth ranging from 18-24 yearsof age as they are all the populating group. The respondents rated good for their last experiencewith the Jio 5G service provider. The Jio 5G service has done its job in making market turbulentand placing Reliance Jio as a prominent network for voice and data at 5G speed. The service provider should create an emotional relationship with the customers through innovative plans and enhance their services quality and brand image, better connectivity and goodwill with the customer because the customer always want more from their operators.

REFERENCE
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