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there is no statistically significant association was observed in the study in relation to gender, place of stay and academic sessions with nomophobia score. Zahari Ahmad Suffian Mohd, Momani Khaled Al, Nor Azila Mohd (2011), have studied on "The influence of perceived privacy on investor loyalty in mobile phone services: An Empirical Research in Jordan" the study covers some issues of investor loyalty on mobile phone service subscribers. Their study analysed and concluded that privacy was positively significant towards investor loyalty; the mobile service provider must ensure investor privacy in their services to fully satisfy their subscribers. Petzer D. J. and Meyer C. F. De (2011), in their research paper "The perceived service quality, satisfaction and behavioral intent towards cell phone network service providers: A generational perspective" have examined perceived quality of services and the satisfaction levels of different generations on cell phone network service providers along with their behavioural intentions towards the service provider. The findings of the study exhibit a significant correlation between the perceived level of service quality, level of satisfaction and their behavioral intent towards service provider. Rahman Sabbir, Haque Ahasanul, Ahmad Mohd Ismail Sayyed (2011), in their study "Choice Criteria for Mobile Telecom Operator: Empirical Investigation among Malaysian CUSTOMERS, they had attempted to identify the different choice criteria by the CUSTOMERS for mobile phone operator in the Malaysian Mobile Telecom market. The outcome of the research indicates that vibrant relationships among several dimensions of service quality, price, and brand image have existed on the consumers' perception. Rajpurohit Prof. R.C.S., Vasita Dr. M.L. (2011), have studied on the consumer preferences and their satisfaction level towards the mobile phone service providers of Jodhpur city, Rajasthan. The study opined that, consumers prefer prepaid plans for availing mobile services. A major chunk of the consumer treats their mobile phone as a necessity for the daily life transactions. The study reveals that the most preferred service provider among consumers was BSNL at Jodhpur city of Rajasthan State, followed by Airtel and Vodafone service providers. Rahman, Muhammad Sabbir, (2012), in his study on "Service quality, corporate image and investor's satisfaction towards CUSTOMERS perception: An exploratory study on telecom customers in Bangladesh has indicated the determinants that are significantly influencing telecom investor's perception in Bangladesh. The statistical analysis of his study has concluded that, most of the telecom CUSTOMERS are highly concerned about service quality followed by corporate image. Pandit Richa, Upadhyay Devina (2012), studied "Consumer perception towards 3G mobile technology gives some positive and some negative influences Attitude towards Using (ATU) 3G services". The study tries to find out consumer perception towards the usage of 3G mobile technologies and the usage pattern of 3G technologies by the mobile users in Ahmadabad. The study revealed that the speed of 3G mobile technology is higher in comparison to other generations of technologies in India. Smart phones are more suitable for using 3G technologies than other mobile devices in India. There are no differences in the consumers` usage pattern of 3G mobile technologies in Ahmadabad. Consumers` perception towards 3G mobile technologies does not change as per their demographic factors like age, income and occupation in India

3. RELEVANCE OF THE STUDY

Investor satisfaction is the primary goal for almost all business organizations. In this competitive business scenario, every activity begins and ends with the investor need and their satisfaction. Now, the growth and development in the telecommunication industry has made a tremendous change and contributing towards increased GDP, creates employment opportunity and provides a boost for economic growth in general. A stiff competition exists between the private sector service providers of this industry. In spite of a well-established network and infrastructure supporting, certain service providers weren't able to acquire more market share because survival in this industry very much depends on investor service and satisfaction. There exists a marginal difference between the services rendered by the different private service providers, however, the expectation of the consumer and more possibility to switch from one service provider to another, based on their satisfaction. It is very essential for the service provider to understand the influence of various Demographic variables upon the perception and satisfaction level of the customers to remain win situation. This study could assist the service providers with respect to their enhancement of the quality of the services offered.

4. RESEARCH METHODOLOGY

The purpose of this paper is to analyze the relationship between the investor perceptions towards mobile phone services provided by Jio. The study is also aimed at examining the factors influencing investor satisfaction on Jio mobile phone services at four major city/towns of Bhubaneswar City in Odisha.

5. HYPOTHESIS OF THE STUDY

The following are the hypothesis to be tested in this study:

- There exists a relationship between network connectivity and customer level of satisfaction
- There exists a relationship between billing accuracy and customer level of satisfaction
- There is a relationship between clarity of voice transmission and customer level of satisfaction
- There exists a relationship between alternative plans and schemes and customer level of satisfaction

6. RESEARCH METHODOLOGY

The source of Data collection is based on both from primary and secondary sources. the research is survey based on primary data in the Bhubaneswar City of Odisha. The survey based on primary data is obtained through a designed questionnaire. The questionnaire is administered to users of JIO service and the sampling unit classified on the basis of demographic factors like age, gender, income,

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occupation, educational qualification and monthly income. Stratified simple random sampling technique is used for the present study, comprising 200 respondents. For the purpose of the study, sample respondents have been asked on a 5-point Likert's scale to specify their ranging from "strongly agree" to "strongly disagree". The data have been collected for five months during the calendar year 2020 during COVID-19 pandemic period i.e., from June 2020 to October 2020. The regression analysis is used to study the significance of demographic factors of age, gender, qualification, income, occupation, and marital status towards the satisfaction level of the respondent on the uses of Jio mobile phone services. Further Garrett ranking are used on perceived some variables of the respondents of the Jio users. The statistical package SPSS has been used for the analysis of the collected primary data. In order to find out the reliability on the questionnaire the internal reliability has been considered and it is tested using Cronbach's alpha method.

Table 1.Demographic Characteristics of the Respondents

Variable		Frequency	Percent
Gender	Male	111	55.5
	Female	89	44.5
Age	Below21 years	27	13.5
	21 years to 40 years	151	75.5
	41 to 60 years	22	11.0
Occupation	Student	135	67.5
	Govt. Employee	13	6.5
	Business	20	10.0
	Pvt. Employee	21	10.5
	Professional	4	2.0
	House wife	7	3.5
Educational Qualification	Upto 10th	9	4.5
	Upto 12th	6	3.0
	Under graduate	44	22.0
	Postgraduate	121	60.5
	Professional	20	10.0
Family Income (Per Month)	Below 15,000	136	68.0
	15,001 to 50,000	42	21.0
	50,001 to 1,00,000	9	4.5
	Above 1,00,000	13	6.5

Source: Primary Data

There are about 55.5 percent male respondents, 44.5percent are female and75.5percent of the respondents are of 21 years to 40 years. It can be seen from the Table 1 that about 67.5percent of the respondents are student who were using the mobile for online classes during the pandemic period of the study followed by employee of Pvt organisations (10.5percent). The set of respondents chosen for the study happened to be well educated with more than 60percent of the respondents being post-graduates and 10 percent were having professional qualification. Most of the respondents (68percent) falls in the monthly income slab of below Rs.15,000 followed by 21percent in the Rs.15,001 to Rs.50,000 category (Table 1).

7. DATA ANALYSIS AND INTERPRETATIONS

To analyse the reasons for selecting the mobile service the respondent was asked to rank the factors in the order of their importance. The ranks given by respondents were quantified using the Garrett Ranking Technique (Garrett, 1969).

Table 2. Rank the Following Factors in the order of their importance

Particulars	1st Rank	2nd Rank	3rd Rank	4th Rank	5th Rank	Total	Mean Score	Rank
Quick and Easy Contact	132	21	1	15	31	18845	94	**5**
Official Purpose	81	49	9	22	39	21700	108	**2**
Prestige	61	49	29	29	32	23445	117	**1**
Contact Any Where	117	13	28	20	22	20485	102	**4**
Economy	102	31	21	34	12	21460	107	**3**

Source: Primary data

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The Table 2 depicts that prestige is the prime reason for respondents for choosing mobile services, followed by official purpose. The next reason was economy. The fourth reason was for contact anywhere. Quick and Easy Contact stood at the last reason for choosing the mobile services.

Reliability Test

To find out the consistency and stability of the instruments applied in the survey Reliability test is used. In this study, Reliability test is performed in order to ensure that whether the questionnaire which were used in this study is reliable and whether it satisfies the purpose for which it is intended or not, and can render a fault-free operation. The result is displayed in the table given below:

Reliability Statistics	
Cronbach's Alpha	N of Items
.786	18

Source: Primary data

The above table shows the reliability for 18 items of the questionnaire. The Cronbach's Alpha for these items is 0.786 which indicates that this questionnaire is reliable for the present study and so there is no need to any modification in the questionnaire.

Measuring the relationship with the level of satisfaction

It is tried to examine the relationship between the level of satisfaction and the different factors of Jio mobile services. The linear regression model is used which indicates the weak/strong relationship between the level of satisfaction and the different factors of Jio mobile services.

In Table 3 and Table 4 the relationship of network connectivity and the level of satisfaction is exhibited and shows that there exists a strong relationship between network connectivity and satisfaction level and supports the Hypothesis One that "There is a relationship between network connectivity and customer level of satisfaction"

Table 3 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.320[a]	.102	.098	.415	.102	22.517	1	198	.000

a. Predictors: (Constant), THE_BASIS_OF_NETWORK_CONNECTIVITY

Source: Primary data

Table 4ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.880	1	3.880	22.517	.000[a]
	Residual	34.120	198	.172		
	Total	38.000	199			

a. Predictors: (Constant), THE_BASIS_OF_NETWORK_CONNECTIVITY
b. Dependent Variable: Satisfaction in Using Services

Source: Primary data

In Table 5 and Table 6 the relationship of billing accuracy and the level of satisfaction is exhibited and shows that there exists a strong relationship between billing accuracy and satisfaction level and supports the Hypothesis Two that "There is a relationship between billing accuracy and INVESTOR level of satisfaction".

Table 5 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.204[a]	.042	.037	.429	.042	8.609	1	198	.004

a. Predictors: (Constant), THE_BASIS_OF_BILLING_ACCURACY

Source: Primary data

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Table 6 ANOVA[b]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	1.583	1	1.583	8.609	.004[a]
	Residual	36.417	198	.184		
	Total	38.000	199			
a. Predictors: (Constant), THE_BASIS_OF_BILLING_ACCURACY b. Dependent Variable: Satisfaction in Using Services						

Source: Primary data

In Table 7 and table 8 the relationship of clarity of voice transmission and the level of satisfaction is exhibited and shows that there exists a very weak relationship between clarity of voice transmission and satisfaction level and does not support the Hypothesis Three that "There is a relationship between clarity of voice transmission and customer level of satisfaction" rather the alternative is significant.

Table .7 Model Summary									
					Change Statistics				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**R Square Change**	**F Change**	**df1**	**df2**	**Sig. F Change**
1	.045[a]	.002	-.003	.438	.002	.396	1	198	.530
a. Predictors: (Constant), THE_BASIS_OF_CLARITY_OF_VOICE									

Source: Primary data

Table. 8 ANOVA[b]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	.076	1	.076	.396	.530[a]
	Residual	37.924	198	.192		
	Total	38.000	199			
a. Predictors: (Constant), THE_BASIS_OF_CLARITY_OF_VOICE b. Dependent Variable: Satisfaction in Using Services						

Source: Primary data

In Table 9 and Table 10 the relationship of alternative plans and schemes and the level of satisfaction is exhibited and shows that there exists a strong relationship between alternative plans and schemesand satisfaction level and supports the Hypothesis Four that "There is a relationship between alternative plans and schemes and customer level of satisfaction"

Table.9 Model Summary									
					Change Statistics				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**R Square Change**	**F Change**	**df1**	**df2**	**Sig. F Change**
1	.250[a]	.062	.058	.424	.062	13.166	1	198	.000
a. Predictors: (Constant), BASIS_OF_ALTERNATIVE_PLANS_AND_SCHEMES									

Table 10 ANOVA[b]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	2.369	1	2.369	13.166	.000[a]
	Residual	35.631	198	.180		
	Total	38.000	199			
a. Predictors: (Constant), BASIS_OF_ALTERNATIVE_PLANS_AND_SCHEMES b. Dependent Variable: Satisfaction in Using Services						

Source: Primary data

8. SUGGESTIONS AND CONCLUSION

The wireless network connection depends on various factors like time, users load in week or year, locations, size or volume of the document transmitted by the users, latency, bandwidth and quality of handset etc. These factors may sometimes delays to the users when they attempt to access or dissemination information via their wireless handheld devices. As a consequence the long delays may then are associated with "increased feelings of lost" and "negative impression" for the end users. (Sears and Jacko, 2000).

In a service consumption process the customers always compare and evaluate their experience on the service performance with their prior expectations to exhibit post performance behaviour. In the post performance behaviour, they are likely to be satisfied when

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their expectations are fully or greatly met. On the contrary, the behavioural differences are observed in the responses of the satisfied customer and dissatisfied one. A satisfied consumer may not switch over to other rather will re-use the service and will be loyal or make recommend the service to their friends and others. On the other hand, the customers who are less satisfied may behave adversely like will complain on poor service quality, will not be loyal and will not exhibit positive rather negative word-of-mouth, switch over service provider, etc. (Lovelock and Wirtz, 2008).

However, this paper only focuses on the five variables (Quick and Easy Contact, Official Purpose Prestige, Contact Any Where and Economy) upon the selection of services. There are many other variables can also be considered for observation of the users behaviour. Nevertheless, such variables can result in satisfying the mobile users in general. This study was undertaken to examine and understand the consumers' satisfaction in some selected variables while experiencing the use of JIO mobile services. It is noticed that the prestige, official purpose, economy, contact anywhere and Quick and Easy Contact are the order of importance with relation to the overall satisfaction of the users. So, it is suggested that, while any modification in service rendered or tariff plan as well as induction of new service, the service provider must consider for the greater interest of existing as well as the potential users of the mobile service in these aspects for the overall customers' satisfaction.

9. RECOMMENDATION

i. Introduce different varieties of offer/plans to attract and adopt the non JIO users focusing on the average economic conditions of the non JIO users.
ii. Strengthen and widens the network coverage of JIO Service for Quick and Easy Contact at anywhere at any time.

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