

IMPACT ON CUSTOMERS' BEHAVIOUR TOWARDS BSNL AND JIO

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ABSTRACT

This paper attempts to explore the preference and satisfaction and the factors which make the customers to prefer BSNL and/or Jio in Palayamkottai region. This study reveals the factors that which impacts the customers to choose the particular network.

Keywords: Customer, Jio, Preference, Satisfaction, Bsnl, Mobile Network,

1. INTRODUCTION

Mobile phones as communicative tools have results in fast-pacing a communication channel. It is because of mobile phones that we are sure anytime, anywhere communication is possible. It is because of this portable communication tool that loved ones at any corner of this vast world can be reached. Bharat Sanchar Nigam Ltd. was incorporated on 15th September 2000. BSNL is one of major service provider in its license area. The company offers wide ranging & most transparent tariff schemes designed to suit every customer. Jio, is an Indian mobile network operator. Owned by Reliance Industries, it operates a national LTE network with coverage across all 22 telecom circles. Jio does not offer 2G or 3G service, and instead uses voice over LTE to provide voice service on its network.

2. AREA OF STUDY

Area of study for this research is Palayamkottai Area.

3. OBJECTIVES OF THE STUDY

- To identify the Customers Preference towards BSNL and JIO Networks
- To find out the factors influencing the customers to Select Mobile Network

4. RESEARCH METHODOLOGY

Descriptive and Analytical Research design is used in this study. The universe of the population includes the respondents who are the customers of BSNL and JIO, located at Palayamkottai. The samples were chosen from the population, by using Convenience sampling technique (Non-probability sampling technique), because the exact population size is unknown and the accessibility of the customer was difficult to find.

SAMPLING

It is not possible for any research to analyze all respondent therefore sampling becomes necessary and essential. A sample is element of the total population. Convenience sampling has been used in this Study. The study is carried is out through a survey from 108 respondents.

5. METHOD OF DATA COLLECTION

PRIMARY DATA

The primary data collected through questionnaire administered to a sample of 108 consumers form Palayamkottai area.

SECONDARY DATA

Secondary data was collected by referring various publications of newspaper, magazines, books, journals, magazines and websites.

STATISTICAL TOOL USED

After collecting the data a maser table was prepared. Modern statistical tools are used in this research work. Chi-square Test was used for testing the hypothesis..

HYPOTHESIS

There is no relationship between Monthly Income and Amount Spent for Mobile Recharge.

CHI-SQUARE TEST

In order to ascertain there is any relationship between variables have been analyzed through chi-square test. It is used to compare experimentally obtained data with those of expected data.

The formula of chi-square is as follows:

$$\chi^2 = \frac{\sum(O-E)^2}{E}$$

Where,

X²=Chi-square

O=Observed frequency

E=Expected frequency

R=Number of Rows

C=Number of column

The expected frequency has been calculated by using the formula,

E=ROW TOTAL COLUMN TOTAL/GRAND TOTAL

Degrees of freedom have been calculated by the following formula,

Degrees of freedom= (R-1) (C-1)

If the calculated value is less than the table value the hypothesis is accepted.

If the calculated value is greater than the table value the hypothesis is rejected.

STATEMENT OF THE PROBLEM

No company can survive in the long run without satisfying its customers, even if it offers cost free services. Hence, I wanted to study the Customers' Preference and level of Satisfaction of BSNL and Jio as it plays a key role in the telecom sector in India.

6. LIMITATION OF THE STUDY

- Due to time and cost constraints, the study is confined only to 108 samples of respondents.
- The respondents' response may have the bias.
- This study is restricted only to the Palayamkottai City, The results of this study may be not applicable other areas, Geo-demographic could have a great deal of influence on the customer Preference and Satisfaction.

7. REVIEW OF LITURATURE

- S Salomi, Dr K G Selvan (2017), the growth of the Reliance JIO Company depends upon the consumer behavior towards the pricing. As already mention in this study about price sensitive customers, they expecting with the minimum investment to gain maximum benefets. The study reveals the new strategy adopted by the JIO to overcome the challenges in the past Reliance communication lost their market but now, the entry of Reliance changes the past situation in the market environment. But always there will be a competition between the mobile operators; the one who exceeds the customer's satisfaction level will be the king of market.
- Reena T S & Dr. SuseelaMenon (2018), says As the telecom sector is already in the phase of saturation, there is an absolute necessity for the telecom players to retain their customer base and sustain their market share. In this race, the telecom companies should adhere the policy of honesty and integrity and strive to serve the people. The marketing mix of the players like price, promotion, Physical evidence, People, Product, Process and Place have to be well structured and competitive.

TABLE NO 1
THERE IS NO RELATIONSHIP BETWEEN MONTHLY INCOME AND AMOUNT
SPENT FOR MOBILE RECHARGE

AMOUNT SPEND FOR MOBILE RECHARGE	MONTHLY INCOME				TOTAL
	LESS THAN RS.100	RS.101- RS.200	RS.201- RS.300	ABOVE RS.301	
Below Rs.10,000	2	5	4	1	12
Rs.10,001-Rs.20,000	1	15	5	9	30
Rs.20,001-Rs.40,000	3	8	18	12	41
Above Rs.40,001	1	10	5	9	25
Total	7	38	32	31	108

Sources: Computed Primary date

TABLE NO 2

O	E	O-E	(O-E) ²	(O-E) ²
2	0.78	1.22	1.49	1.91
5	4.22	0.78	0.61	0.14
4	3.56	0.44	0.19	0.05
1	3.72	-2.72	7.39	1.99
1	1.94	-0.94	0.89	0.46
15	10.6	4.4	19.36	1.82
5	8.89	-3.89	15.13	1.70
9	8.61	0.39	0.15	1.70
3	2.66	0.33	0.11	0.04
8	14.42	-6.42	41.2	2.86
18	12.15	5.85	34.2	2.81
12	11.77	0.23	0.05	0.004
1	1.62	-0.62	0.38	0.23
10	8.79	1.21	1.46	0.17
5	7.41	-2.41	5.80	0.78
9	7.18	1.82	3.31	0.46
Calculated value				15.434

$$\chi^2 = \frac{\sum(O-E)^2}{E}$$

$$= 15.434$$

$$\begin{aligned} \text{Degree of freedom is} &= (R-1)(C-1) \\ &= (4-1)(4-1) \\ &= 3 \times 3 \\ &= 9 \end{aligned}$$

At 5% level of significance the table value of chi-square at a15 degree of freedom is 24.996. Calculation value= 15.434 Since calculated value 15.434 is less than table value 24.996. Therefore hypothesis is accepted.

RESULT

Since the calculation value of chi square is less than the table value, the null hypothesis is accepted. Therefore there is no significance between Monthly Income and Amount spent for Mobile Recharge.

8. FINDINGS

- The quality of customer service offered by JIO service providers, was found better than BSNL Service Provider.
- The Network Coverage provided by the JIO is better than the Coverage Provided by BSNL.

9. SUGGESTIONS

- BSNL should plan such kind of schemes, which are benefited to customers.
- BSNL can provide attractive offers to the customers so that they can retain the existing customers and capture the new customers.
- Company should not change the schemes recurrently because it creates un-comfortability among the customers.

10. CONCLUSION

Reliance JIO has become a very successful brand in India & providing customer satisfaction is one of their primary intentions. It provides unlimited free calling and Internet services & SMS. So, the people are more dependent on it in their daily lives. Because 3G services was not able to meet-the customer needs and wants. That's why 4G has been emerged for customers. Reliance JIO detached congestion free & wide network coverage, attractive 4G scheme & customer services as well as Free Roaming services. Reliance JIO is currently the most developing brand in India and will be successful in overseas market in forthcoming years. It detaches congestion free & wide network, attractive 4G scheme & customer services for retaining their customers. JIO is occupying the wide area of India market with acceleration day by day.

11. REFERENCES

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