

A study on service quality and its impact on customer's preferences and satisfaction towards Reliance JIO in trichy region

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Abstract

The purpose of this study is to measure the service quality and to identify the factors which is preferred by the consumers to prefer the reliance JIO in Trichy region. The service quality is measured using a SERVQUAL instrument. A questionnaire survey was conducted. Data was collected from different areas from Trichy region. MANOVA and Chi Square were applied to test the results. The adapted SERVQUAL instrument is a helpful tool in measuring service quality. Two added dimensions of network quality and competitive advantage also showed significant results. The study also makes effort to ascertain the preference and satisfaction level of customers of reliance JIO. The unlimited voice calling and high speed data connection facilities fosters most of the consumers to prefer this service provider. Reliance JIO has already occupied the one third of the market share within a span of 5 months, and their marketing strategy plays a vital role in it. So, the present study made an attempt to reveal the service quality and its impact on customer's preference and satisfaction level in reliance JIO.

Keywords: service quality, customer preference, customer satisfaction, reliance jio

Introduction

India's telecommunication network is the second largest in the world by number of telephone users (both fixed and mobile phone) with 1.053 billion subscribers as on 31 August 2016. It has one of the lowest call tariffs in the world enabled by mega telecom operators and hyper-competition among them. India has the world's second-largest Internet user-base. As on 31 March 2016, there were 342.65 million internet subscribers in the country. International Data Corporation (IDC) predicts India to overtake US as the second-largest smartphone market globally by 2017 and to maintain high growth rate over the next few years as people switch to smartphones and gradually upgrade to 4G.

The Indian telecom sector is expected to generate four million direct and indirect jobs over the next five years according to estimates by Randstad India. The employment opportunities are expected to be created due to combination of government's efforts to increase penetration in rural areas and the rapid increase in smartphone sales and rising internet usage.

Reliance JIO is a wireless telecommunication industry and a subsidiary of Reliance industries limited founded in the year 2010. It has its headquarters in Navi Mumbai, India. They offered mobile telephony and wireless broad band products. They commercially launched their services on 5th September 2016. Within the first month of their commercial operations, JIO announced that it had acquired 16 million subscribers. This is the fastest ramp-up by any mobile network operator anywhere in the world. JIO crossed 10 crore subscribers on 22nd February 2017.

The entry of Reliance JIO has forced giants like Airtel, Vodafone, Idea service providers to cut off their plans. Reliance JIO announced that till the end of February 2016, 7 customers per second of every day subscribing to JIO. The market leader Airtel has 26 crore 4 lakhs subscribers which

was founded in the year 1995. This study is about to identify the factors which facilitates the rapid growth of Reliance JIO telecommunication industry within a span of 235 days. To identify the factors that makes the customers to prefer the Reliance JIO service provider and to measure the customer satisfaction level of Reliance JIO.

Literature Review

Twenty papers were considered for literature review to gain knowledge about service quality, customer preference and customer satisfaction in mobile network service providers. From that six papers were eliminated from consideration due to insufficient information for the concern study.

(Abdulrahman Al-Aali, 2011) ^[1] Measured the Service Quality of Mobile Phone Companies in Saudi Arabia. Their study revealed that, there is a significant difference between male and female regarding the perception of tangibility, reliability, responsiveness, assurance and empathy. In Saudi Arabia Zain's service was most reliable. Their study also suggested that STC must take drastic measures to improve its reliability and responsiveness in order to remain the market leader in Saudi Arabia.

(Simon Gyasi Nimako, 2012) ^[14] Their study sought to empirically validate Service Quality dimensions that are relevant to mobile telephony industry in Ghana. Their study revealed that the factors like Customer relations, tangibles, Image and Real Network Quality are critical factors for evaluating Service Quality in MTI.

(AnilKumar, 2012) ^[2] His study was to determine the consumer perception about their existing mobile connections and to evaluate consumer satisfaction on the buyer behaviour of consumers. Exploratory research design is used in the study. The sample size is 100. Factor analysis and percentage analysis were the statistical tools use in the study. His study revealed

that there is no significant difference between the experiences of the respondents towards their level of satisfaction.

(Shah, 2012) ^[12] His study evaluates the impact of motivators of subscription decision for a particular service operator and to give guidelines to the marketers of MSPs to increase their subscriber rate. Exploratory research design is used in the study. Primary data is collected through a structured questionnaire. 150 is the sample size for the study. Factor analysis, KMO and Bartlett's test and percentage analysis were the statistical tools used in the study. His study revealed that Service charge and plan is the most important factor to choose a service provider. He also recommended that the service provider should have specific and suitable plans for each segment of the customers.

(Regeena J. Murali, 2015) ^[10] Her study is based on the preferences and satisfaction level of consumers on mobile network services and also the factors considered by them while purchasing mobile network. Non probability convenience sampling method is used. Factor analysis, KMO and Bartlett's test were the statistical tools used in the study. Her study revealed that network interception is the important factor for causing dissatisfaction and brand name is considered as important factor for choosing a service provider.

(Rajkumar, 2010) ^[9] Their study examined how communication and price were most influential and preferential factors in selecting telecommunication service provider. Convenience sampling method is used. A structured questionnaire is used to collect primary data from the respondents. Collected data were analysed, reliability and factor analysis were carried out. The outcome of their research shows a comprehensively integrated framework to understand the relationships among several dimensions. Their study revealed that consumer's perception is widely varied in accordance with the communication quality, call service, facilities, price, customer care and service provider's quality.

(Chakraborty, 2013) ^[4] His study was to determine the customer dissatisfaction and expectation towards a telecommunication industry in West Midnapore. Descriptive research design is used. The sample size is 250 and the primary data are collected through a structured questionnaire and personal interviews. The collected data are analysed through percentage analysis with proper charts/diagrams and weighted average method. His study concluded that connectivity, coverage, call rate and network quality is the most important parameter to choose a service provider. His study also revealed that most of the customers are dissatisfied to a service provider due to poor network quality, poor coverage and hidden cost. His study also recommended that telecom companies should focus on connectivity, call rate, coverage and network quality.

(sabarínathan) Their main objective of the study is to identify the customer opinion about customer perception on Mobile phone Service Providers. Their study is carried out under Descriptive Research Design and convenience sampling technique. A structured questionnaire with mixed questions were provided to 100 respondents and the data was collected through interview schedule. The collected data were analysed through Chi square test. Their study revealed that most of the respondents use the same service provider for 2 to 4 years and most of the respondents were using only prepaid service providers. Most of the income level of the respondents falls under 5000 – 10000 because mobile service provider is providing more facility for cheaper call rates.

(Gupta, 2015) ^[7] The ultimate aim of their study is to identify the different perception and expectation of customers towards mobile phone services. Area sampling technique is used in the study and the sample size is 121. The primary data were collected by a structured questionnaire through personal interview. Simple arithmetic mean and percentage analysis were used to interpret the collected data. Gupta's stud has concluded that the consumers were highly satisfied with the long duration recharge facility which saves their time and also recommended that the service provider should concentrate on the problems which are to be faced by the consumers like busy network, range of mobile connectivity and cross talks.

(Siew-Phaik Loke, 2011) ^[13] Their study is to examine the impacts of reliability, responsiveness, assurance, empathy and tangible aspects on customer satisfaction. Gap analysis was used to determine the perceived importance and satisfaction on each dimension of service quality. Regression Analysis was used to test the relationship between service quality and customer satisfaction. Results indicated that reliability, responsiveness, assurance and empathy significantly positively influenced customer attitudes in terms of satisfaction and loyalty. In addition, t-tests results showed that there was a significant gap between the perceived satisfaction and importance (P-I) on all the service quality dimensions.

(GhaniKanesanbin, 2013) ^[6] Their study attempted to examine the impact of service quality dimensions on customer satisfaction. The sample size of the study was 225. Gap analysis was used to determine the perceived and expected satisfaction level on each service quality dimensions and regression analysis was conducted to test the relationship between the SERVQUAL dimension and customer satisfaction. The results indicated that all 5 service quality dimensions positively influenced customer satisfaction in terms of loyalty and attitudes. In addition, t-tests results showed that there was a significant gap between the perceived satisfaction and expectation (P-E) on all of the service quality dimensions.

(Darlami, 2016) ^[5] The main objective of the study is to find the market potential and market penetration of Reliance JIO in Muradnagar. Descriptive research design is used. Convenience sampling technique is used and the sample size is 300. A structured questionnaire is used to collect the primary data and the collected data are analysed through percentage analysis and bar charts. His study revealed that 71.23% respondents were satisfied with Reliance JIO and the customers are highly satisfied with the 4G services provided by Reliance JIO.

(Karthik, 2009) ^[8] The objective of the study is to understand the customer satisfaction level in mobile service provider in the Hyderabad and Secunderabad region. The research design is exploratory and random sampling technique is used in this study. The sample size is 100 and the primary data were collected through a structured questionnaire. The collected data were analysed through Chi square test and percentage analysis. This study revealed that communication service providers must deliver positive customer experiences with rich, value-added services supported by comprehensive service quality management.

(P. Vijay, 2016) ^[15], examined Customer preferences towards the mobile network service provider – A study with the special reference to Coimbatore city. Their study exposed that the majority of the respondents have given top preferences to Airtel and least preferences to Aircel in preferring the network

service providers. Their study also revealed that their respondents had given top preferences to service quality, Value added services in preferring the network service providers.

Objectives

- To study the demographic profile of the customers of Reliance JIO Mobile service provider in Trichy region.
- To measure the Service Quality of Reliance JIO mobile service provider in Trichy region.
- To identify customer’s preference towards the Reliance JIO mobile service provider in Trichy region.
- To know the customer satisfaction level towards Reliance JIO Mobile service provider in Trichy region.

Scope of the Study

The suggestion from the study is based on the responses given by the consumers in Trichy region. This study will helpful in getting an insight into the impact of consumer’s preference and satisfaction towards reliance JIO in Trichy region.

Research Methodology

Descriptive Research Design is used in this study. This study adopts Cluster Sampling which is a Probability sampling method, since the population of JIO users in Trichy region is divided into several clusters.

Data Collection Source

This study is carried out with both primary and secondary data.

The primary data is collected through structured questionnaire from a sample of 200 respondents from different regions in Trichy. Secondary data was collected from various articles, journals and websites.

Data Collection Tool

The Primary data was collected through a structured questionnaire through a survey based method.

Data Analysis

The collected data from a structured questionnaire is analysed and interpreted through Percentage analysis, MANOVA and Chi Square tests

Analysis and Interpretation

MANOVA is used to test the significant differences between the means of service dimensions and some demographic variables.

Hypothesis 1

H₀: Null Hypothesis: There is no significant difference between the educational qualifications of the respondents and the assurance of the service provider.

H₁: Alternate Hypothesis: There is a significant difference between the educational qualifications of the respondents and the assurance of the service provider.

Multivariate Tests ^a									
Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^d
Intercept	Pillai's Trace	.802	393.059 ^b	2.000	194.000	.000	.802	786.118	1.000
	Wilks' Lambda	.198	393.059 ^b	2.000	194.000	.000	.802	786.118	1.000
	Hotelling's Trace	4.052	393.059 ^b	2.000	194.000	.000	.802	786.118	1.000
	Roy's Largest Root	4.052	393.059 ^b	2.000	194.000	.000	.802	786.118	1.000
Edu.Qualification	Pillai's Trace	.046	1.141	8.000	390.000	.334	.023	9.131	.531
	Wilks' Lambda	.955	1.137 ^b	8.000	388.000	.337	.023	9.096	.529
	Hotelling's Trace	.047	1.133	8.000	386.000	.340	.023	9.061	.527
	Roy's Largest Root	.031	1.534 ^c	4.000	195.000	.194	.030	6.134	.469

- a. Design: Intercept + Edu.Qualification
- b. Exact statistic
- c. The statistic is an upper bound on F that yields a lower bound on the significance level.
- d. Computed using alpha = .05

The significance value of Wilks’ Lambda is greater than 0.05, H₀ is accepted. Therefore, there is no significant difference between the educational qualifications of the respondents and the assurance of the service provider.

between the age of the respondents and the empathy of the service provider.

Hypothesis 2

H₀: Null Hypothesis: There is no significant difference

H₁: Alternate Hypothesis: There is a significant difference between the age of the respondents and the empathy of the service provider.

Multivariate Tests ^a									
Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^d
Intercept	Pillai's Trace	.784	353.649 ^b	2.000	195.000	.000	.784	707.297	1.000
	Wilks' Lambda	.216	353.649 ^b	2.000	195.000	.000	.784	707.297	1.000
	Hotelling's Trace	3.627	353.649 ^b	2.000	195.000	.000	.784	707.297	1.000
	Roy's Largest Root	3.627	353.649 ^b	2.000	195.000	.000	.784	707.297	1.000
Age	Pillai's Trace	.029	.958	6.000	392.000	.453	.014	5.751	.380
	Wilks' Lambda	.971	.959 ^b	6.000	390.000	.453	.015	5.752	.380
	Hotelling's Trace	.030	.959	6.000	388.000	.453	.015	5.753	.380
	Roy's Largest Root	.027	1.793 ^c	3.000	196.000	.150	.027	5.380	.462

- a. Design: Intercept + Age
- b. Exact statistic
- c. The statistic is an upper bound on F that yields a lower bound on the significance level.
- d. Computed using alpha = .05

The significance value of Wilks' Lambda is 0.453 which is greater than 0.05, H0 is accepted. Therefore, there is no significant difference between the age of the respondents and the empathy of the service provider.

Hypothesis 3

H0: Null Hypothesis: There is no significant difference

between the age of the respondents and the quality of network provided by the service provider.

H1: Alternate Hypothesis: There is a significant difference between the age of the respondents and the quality of network provided by the service provider.

Multivariate Tests ^a									
Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^d
Intercept	Pillai's Trace	.838	505.845 ^b	2.000	195.000	.000	.838	1011.689	1.000
	Wilks' Lambda	.162	505.845 ^b	2.000	195.000	.000	.838	1011.689	1.000
	Hotelling's Trace	5.188	505.845 ^b	2.000	195.000	.000	.838	1011.689	1.000
	Roy's Largest Root	5.188	505.845 ^b	2.000	195.000	.000	.838	1011.689	1.000
Age	Pillai's Trace	.067	2.272	6.000	392.000	.036	.034	13.630	.793
	Wilks' Lambda	.933	2.290 ^b	6.000	390.000	.035	.034	13.743	.797
	Hotelling's Trace	.071	2.309	6.000	388.000	.033	.034	13.854	.800
	Roy's Largest Root	.067	4.366 ^c	3.000	196.000	.005	.063	13.097	.866

- a. Design: Intercept + Age
- b. Exact statistic
- c. The statistic is an upper bound on F that yields a lower bound on the significance level.
- d. Computed using alpha = .05

The significance value of Wilks' Lambda is 0.035 which is lesser than 0.05, H0 is rejected. Therefore, there is a significant difference between the age of the respondents and the quality of network provided by the service provider.

Hypothesis 4

H0: Null Hypothesis: There is no significant difference

between the educational qualification of the respondents and the competitive advantages provided by the service provider.

H1: Alternate Hypothesis: There is a significant difference between the educational qualification of the respondents and the competitive advantages provided by the service provider.

Multivariate Tests ^a									
Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^d
Intercept	Pillai's Trace	.860	394.511 ^b	3.000	193.000	.000	.860	1183.533	1.000
	Wilks' Lambda	.140	394.511 ^b	3.000	193.000	.000	.860	1183.533	1.000
	Hotelling's Trace	6.132	394.511 ^b	3.000	193.000	.000	.860	1183.533	1.000
	Roy's Largest Root	6.132	394.511 ^b	3.000	193.000	.000	.860	1183.533	1.000
Edu.Qualification	Pillai's Trace	.043	.708	12.000	585.000	.744	.014	8.498	.420
	Wilks' Lambda	.957	.706	12.000	510.922	.746	.014	7.467	.365
	Hotelling's Trace	.044	.704	12.000	575.000	.748	.014	8.453	.417
	Roy's Largest Root	.032	1.578 ^c	4.000	195.000	.182	.031	6.311	.482

- a. Design: Intercept + Edu.Qualification
- b. Exact statistic
- c. The statistic is an upper bound on F that yields a lower bound on the significance level.
- d. Computed using alpha = .05

The significance value of Wilks' Lambda is 0.746 which is greater than 0.05, H0 is accepted. Therefore, there is no significant difference between the educational qualification of the respondents and the competitive advantages provided by the service provider.

Hypothesis 5

H0: Null Hypothesis: There is no significant difference

between the gender of the respondents and the responsiveness the service provider.

H1: Alternate Hypothesis: There is a significant difference between the gender of the respondents and the responsiveness the service provider.

Multivariate Tests ^a									
Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power ^c
Intercept	Pillai's Trace	.819	295.542 ^b	3.000	196.000	.000	.819	886.625	1.000
	Wilks' Lambda	.181	295.542 ^b	3.000	196.000	.000	.819	886.625	1.000
	Hotelling's Trace	4.524	295.542 ^b	3.000	196.000	.000	.819	886.625	1.000
	Roy's Largest Root	4.524	295.542 ^b	3.000	196.000	.000	.819	886.625	1.000
Gender	Pillai's Trace	.004	.286 ^b	3.000	196.000	.835	.004	.859	.104
	Wilks' Lambda	.996	.286 ^b	3.000	196.000	.835	.004	.859	.104
	Hotelling's Trace	.004	.286 ^b	3.000	196.000	.835	.004	.859	.104
	Roy's Largest Root	.004	.286 ^b	3.000	196.000	.835	.004	.859	.104

a. Design: Intercept + Gender

b. Exact statistic

c. Computed using alpha = .05

The significance value of Wilks' Lambda is 0.835 which is greater than 0.05, H0 is accepted. Therefore, there is no significant difference between the gender of the respondents and the responsiveness the service provider.

Chi Square Tests

The Chi Square test is commonly used for testing relationships between categorical variables. It is used to evaluate tests of independence when using a cross tabulation.

Hypothesis 1

H0: Null Hypothesis: There is no significance difference between the age of the respondents and their preferences towards tariffs/plans while choosing the Reliance JIO Service Provider.

H1: Alternate Hypothesis: There is a significance difference between the age of the respondents and their preferences towards tariffs/plans while choosing the Reliance JIO Service Provider.

Hypothesis 2

H0: Null Hypothesis: There is no significance difference between the gender of the respondents and their preferences towards good customer service variable while choosing the Reliance JIO Service Provider.

H1: Alternate Hypothesis: There is a significance difference between the gender of the respondents and their preferences towards good customer service variable while choosing the Reliance JIO Service Provider.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.066 ^a	4	.281
Likelihood Ratio	5.124	4	.275
Linear-by-Linear Association	.010	1	.921
N of Valid Cases	200		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.60.

The Significance value is 0.281, which is greater than 0.05. Hence, H0 is accepted. Therefore, there is no significance difference between the gender of the respondents and their

preferences towards good customer service variable while choosing the Reliance JIO Service Provider.

Hypothesis 3

H0: Null Hypothesis: There is no significance difference between the educational qualification of the respondents and their preferences towards availability of plans as per requirements variable while choosing the Reliance JIO Service Provider.

H1: Alternate Hypothesis: There is a significance difference between the educational qualification of the respondents and their preferences towards availability of plans as per requirements variable while choosing the Reliance JIO Service Provider.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.308 ^a	16	.207
Likelihood Ratio	21.837	16	.149
Linear-by-Linear Association	.602	1	.438
N of Valid Cases	200		

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .30.

The Significance value is 0.207, which is greater than 0.05. Hence, H0 is accepted. Therefore, there is no significance difference between the educational qualification of the respondents and their preferences towards availability of plans as per requirements variable while choosing the Reliance JIO Service Provider.

Hypothesis 4

H0: Null Hypothesis: There is no significance difference between the occupation of the respondents and their preferences in providing good customer service while choosing the Reliance JIO Service Provider.

H1: Alternate Hypothesis: There is a significance difference between the occupation of the respondents and their preferences in providing good customer service while choosing the Reliance JIO Service Provider.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.131 ^a	12	.234
Likelihood Ratio	16.172	12	.183
Linear-by-Linear Association	.503	1	.478
N of Valid Cases	200		

a. 6 cells (30.0%) have expected count less than 5. The minimum expected count is 1.28.

The Significance value is 0.234, which is greater than 0.05. Hence, H0 is accepted. Therefore, there is no significance difference between the occupation of the respondents and their preferences in providing good customer service while choosing the Reliance JIO Service Provider.

Hypothesis 5

H0: Null Hypothesis: There is no significance difference between the occupation of the respondents and their preferences towards company image while choosing the Reliance JIO Service Provider.

H1: Alternate Hypothesis: There is no significance difference between the occupation of the respondents and their preferences towards company image while choosing the Reliance JIO Service Provider.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.048 ^a	12	.239
Likelihood Ratio	15.414	12	.220
Linear-by-Linear Association	.016	1	.900
N of Valid Cases	200		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is 1.76.

The Significance value is 0.239, which is greater than 0.05. Hence, H0 is accepted. Therefore, there is no significance difference between the occupation of the respondents and their preferences towards company image while choosing the Reliance JIO Service Provider.

Findings

This study reveals that peoples with age up to 35 were the 78% users of Reliance JIO in Trichy region. The Publicity of Reliance JIO and their advertisements of Reliance JIO has motivated most of the consumers to prefer this network. 46% of the respondents were aware of plans in JIO. Once, the promotional offers are over 48% of the respondents will never use reliance JIO. Overall, 71% of the respondents were satisfied with Reliance JIO service provider. From MANOVA, it is identified that there is a significant difference between the age of the respondents and the quality of network provided by the service provider and there is no significant difference between the other service quality dimensions and the demographic profile of the customers. From Chi Square test, it is accepted that there is no significance difference between the educational qualification of the respondents and their

preferences towards availability of plans as per requirements variable while choosing the Reliance JIO Service Provider.

Conclusion and Recommendation

This study is made in a particular geographical region. The results of this study reveals that the people are aware of the tariffs/plans of JIO. Call dropping, Decreased internet speed, no network coverage in rural areas were the causes for dissatisfaction in Reliance JIO. In spite of their monthly income, the service provider provides equivalent tariffs to their customers. It is came to know that from the study that their unlimited voice calls and high speed data connection has convinced most of the respondents to prefer this network. But, in near future the competitors can again fluctuate the market by proving competitive strategies to customers to defeat the competition in the market. Initially JIO supports only the 4G Handsets, this reduces most of the customers from 3G Handsets. If they announced their promotional offers with both 3G & 4G Handsets their customer subscription rate would be higher. This study is made in a particular region and the accurate results on the variables could not be able to obtain. There exists a future scope for other service providers to penetrate into the current market scenario by more innovative marketing strategies.

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