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The Impact of Shopper Social Etiquette Towards Online Shopping in India-An Empirical Study

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ABSTRACT

Telecommunication is the essential and primary source to communicate with the world and the basic factor in the advancement of social, Commercial, and Economical exercises. The development of the telecom space and make the foundation, assume a more prominent job, and address the issues of Customers. The term 'Telecommunication' incorporates an exceptionally wide decent variety of organizations, for example, TV correspondences, broadcasting, and portable interchanges. Enormous telecommunication systems are having a place with railroads, resistance, and Para-military associations, peace organizations (police and so on.), open service organizations like power matrices, transport associations, civil organizations, national and worldwide Telecommunications offer support to public division just as a private segment. Despite the large promotion of the telecom industry in India since freedom, the organizations to give open and use equal to much as under the world measures. The Government of India has declared as telecommunication was one of the essential framework divisions of our country.

Keywords: Customer Satisfaction, Wireless Communications. Communication Services.

JEL Codes: D1, D2, E3, E9.

1. Introduction:

In a major industry, for example, the telecommunications industry, conveying great assistance is the key to an economical upper hand. It has been discovered that there is a certain relationship between consumer loyalty and friends' productivity. Accordingly, estimating consumer loyalty is significant for Telecommunications service providers to address the Customers' issues, give more fulfillment, and to guarantee their business supportability. Fulfilled Customers structure the establishment of any effective service provider in that it prompts rehash buys, brand dedication, just as a positive verbal exchange that may additionally profit the favored specialist organization. These days, organizations focus more on holding existing Customers as opposed to gaining new ones since it is all the more exorbitant to get another Customer.

The Telecommunications industry is one of the most significant ventures in any economy. This is because it is a motor through which practically all day by day exchanges and exercises are attempted. Generally social, financial, exchange and business exercises are done through telecommunication. The structure of a nation's telecommunication industry influences the pace of its business and household exercises. Terrible showing of numerous telecommunication firms particularly in creating nations, governments have needed to intercede through divestiture and privatization programs. It is significant for versatile media communications specialists to guarantee that Customers get quality organizations and more extensive system inclusion because it has been discovered that an expansion in the endorser base has a beneficial outcome on economic development and improvement.

Increments in the total of supporters lead to the formation of work openings both formal and casual. This is because expansion in the number of cellular phone Customers builds interest for work in the portable Telecommunications segment to serve the extra Customers. In the casual division little scope organizations selling broadcast appointments, charging mobile phones, and offering other related organizations produce more salary because of increments in the number of cell phone Customers. Since the previous decade, the cell phone industry has accomplished a huge increment in supporter development rate. Even though the quantity of endorsers has expanded in the previous years, it doesn't imply that Customers are happy with the organizations they get from portable telecommunication organizations. There is little information in regards to the state or level of consumer loyalty with organizations they get from Lesotho's Mobile phone telecommunication organizations.

2. Review of Literature:

- ❖ **Pinki Gupta (2020):** This examination uncovers the high satisfaction levels of customers towards cell phone benefits. The essential information for investigation is gathered from the 32-thing normalized survey in which a 5-point Likert scale was utilized. Straightforward, rudimentary, and SPSS factual apparatuses and methods were utilized to break down the rates. From the general exploration, the end drawn was that the Customers are exceptionally happy with the long-term energize office and free call office gave by some portable administrations at least cost.
- ❖ **Dr. S. Franklin John and Dr. Sheeja. R (2019):** This investigation examines the factors, for example, age gathering, sexual orientation salary, and occupation that affect consumer loyalty with a quickly developing 4G network. This paper inspects the components impacting Customers while choosing 4G administration in mobiles. Distinct exploration is utilized in this examination and an arbitrary inspecting technique is utilized to pick respondents through an organized poll and Customer meeting. The translation of information is finished utilizing a basic rate examination. The general investigation uncovers that this 4G administration is an inviting move in the telecom business which has exceptionally fulfilled their customers to appreciate high organization availability with lessening charges.
- ❖ **Dinesh Kumar Pandya and Dr. Brajesh (2018):** This examination was led to discover the consumer loyalty level in telecom specialist co-op major parts in the market. It has recorded the top players like BSNL, AIRTEL, RELIANCE, AND VODAFONE. This examination has utilized the calculated system and alluded to a couple of audit writing for the data and the essential information they have gathered dependent on web sources. This examination has expressed the significance of consumer loyalty with various brands in the market on specific boundaries like GPRS, SMS pack, online revive and a couple of something else. At last, this investigation presumed that Customers have demonstrated enough fulfillment on GPRS administration, free-wandering help and online energize administration.

In any case, the Customers are as yet disappointed with the administration nature of organization and Customer care administrations from Airtel and BSNL suppliers while among Vodafone and dependence the greater part of them are happy with Vodafone cell administrations.

- ❖ **Dr. Hema Srikumar, A. Ashok Deva Prasanna (2017):** This study has compared the service rendered by Airtel and Vodafone. The research process used was descriptive followed with a structured questionnaire with a sample size of 50 respondents located in Coimbatore and Nilgiris district. And also used a t-test, chi-square for statistical analysis. This study examined the level of service quality provided by Airtel and Vodafone to its customers and how it is affecting the consumer's satisfaction. The study finally made an inference that telecommunication services in India have seen many phenomenal changes and the competitive intensity in India is highest in the world which led to a fall in realization for service providers. And thus, the telecom industry should give more service quality to attract customer satisfaction.
- ❖ **Dr. Bino Thomas and Kannan KS (2016):** Using the SERVQUAL model conducted a gap analysis on the customer's perception of service quality of mobile service providers. The entire study was based on a survey conducted online among customers in different parts of Kerala. It also made an analysis based on five dimensions of the SERVQUAL model, viz, reliability, responsiveness, assurance, empathy, and tangible aspects. Finally, the authors made an inference that these

five had a positive impact on customer attitude in terms of satisfaction level. According to this gap model analysis, the real key success of a phone service provider depends on his attempts made to reduce the gap between customer expectation and customer perception.

- ❖ **P. Vijay and v. Krishnaveni (2015):** This study attempts to observe the mobile user's preference towards the selected mobile service providers in Coimbatore city. This paper has considered a few review literature for the analysis and also used sampling design and procedure to collect the data from the consumers of Coimbatore city. Based on the weighted average rank analysis the authors have collected the responses and found certain factors that influence the customer's preferences. This paper found that the majority of the users have given preference to airtel, idea, and reliance on network service providers because of their good value-added benefits, service quality, and fast customer support services.
- ❖ **Dr. Kapil Kumar (2015):** This study is to find the customer's satisfaction with telecom services in Haryana and to analyze the impact of demographic factors affecting consumer's satisfaction. The research methodology used in this paper was descriptive and the data was collected by taking a sample size of 300 customers using telecom services around Haryana. The primary data was collected using questionnaire forms that are filled by customers whereas, the secondary data was collected from an internet resource. The conclusion found by the author was that the usage of telecom services is being increased day by day due to online banking and online shopping

services. So, the organizations and telecom services should make more relevant strategies and tactics to identify their target customers.

3. Objectives of the Study:

1. To study the customer expectation for wireless communication service.
2. To measure customer satisfaction of Jio wireless services

4. Hypotheses of the Study:

H0: There is no significant impact of demographic variables on customer satisfaction of Jio Services.

H1: There is a significant impact of demographic variables on customer satisfaction of Jio Services.

H0: There is a No customer satisfaction of Jio wireless services.

H1: There is a **customer** satisfaction of Jio wireless services.

5. Research Methodology:

- ❖ **Data Sources:** - The research has collected primary data from customers through the questionnaire.
- ❖ **Sampling size:** - Sample size used in the study is 100
- ❖ **Sampling Technique:** - Convenience sampling
- ❖ **Research instrument:** - Research instrument used for collecting data is the questionnaire cum Interview schedule.
- ❖ **Statistical Tools Applied:** - Chi-Square, Bar chart.

6. Limitations of The Study:

- ❖ Generally, the respondents were busy in their work and were not

interested to respond properly to the survey.

- ❖ Most respondents were not maintaining proper knowledge of various facilities provided by their company. So they were unable to provide the right information.
- ❖ Some of the respondents were using the first time of their company and they did not properly differentiate among their product

7. Scope of The Study:

- ❖ The study is confined to Hyderabad and analysed the service quality, customer satisfaction, and overall performance of Telecommunication service provider Jio.
- ❖ we took the sample of people who are using Jio services and some people also using dual Telecommunication communication services.

8. Need of the study:

- ❖ The growth of the Telecommunication industry is the main reason for this study. This study analyzed the service, customer satisfaction, and overall performance of Jio services. Based on the results.
- ❖ it provides insights for service providers to provide the level of quality and they will also know which factors are necessary for satisfying the customers.
- ❖ In the future quality will stand as a key for Telecommunication providers and quality also leads to competitive advantage and stands as the most crucial factor. Telecommunication is one of the primary and important sources to

communicate the world compare to others.

9. Data Analysis with Objective wise:

1. To measure customer satisfaction of Jio wireless services.

H0: There is no significant impact of demographic variables On customer satisfaction of Jio Services.

H1: There is a significant impact of demographic variables On customer satisfaction of Jio Services.

| Chi-Square Tests | | | |
|------------------------------|--------------------|----|-----------------------------------|
| | Value | df | Asymptotic Significance (2-sided) |
| Pearson Chi-Square | 3.396 ^a | 4 | .494 |
| Likelihood Ratio | 4.872 | 4 | .301 |
| Linear-by-Linear Association | 1.717 | 1 | .190 |
| N of Valid Cases | 100 | | |

Gender and satisfaction on Jio Services.

From the above table, number:9 indicates that the significance value is .494 which is greater than 0.05. Therefore, there is no significant impact of Gender on the satisfaction of Jio services.

| Chi-Square Tests | | | |
|------------------------------|---------------------|----|-----------------------------------|
| | Value | df | Asymptotic Significance (2-sided) |
| Pearson Chi-Square | 21.503 ^a | 16 | .160 |
| Likelihood Ratio | 14.852 | 16 | .536 |
| Linear-by-Linear Association | .437 | 1 | .508 |
| N of Valid Cases | 100 | | |

Age and satisfaction on Jio Services.

From the above table, number:10 indicates that the significance value is .160 which is greater than 0.05. Therefore, there is no significant impact of Age on the satisfaction of Jio services.

| Chi-Square Tests | | | |
|------------------------------|---------------------|----|-----------------------------------|
| | Value | df | Asymptotic Significance (2-sided) |
| Pearson Chi-Square | 22.776 ^a | 16 | .120 |
| Likelihood Ratio | 24.461 | 16 | .080 |
| Linear-by-Linear Association | 3.086 | 1 | .079 |
| N of Valid Cases | 100 | | |

Monthly income and satisfaction on Jio Services.

From the above table, number:11 indicates that significant value is .120 which is greater than 0.05. Therefore, there is no significant impact of Monthly income on the satisfaction of Jio services.

| Chi-Square Tests | | | |
|------------------------------|---------------------|----|-----------------------------------|
| | Value | df | Asymptotic Significance (2-sided) |
| Pearson Chi-Square | 18.680 ^a | 16 | .286 |
| Likelihood Ratio | 23.184 | 16 | .109 |
| Linear-by-Linear Association | 1.159 | 1 | .282 |
| N of Valid Cases | 100 | | |

Qualification and satisfaction on Jio Services

From the above table, number:12 indicates that the significance value is .286 which is greater than 0.05. Therefore, there is no significant impact of Qualification on the satisfaction of Jio service.

| Chi-Square Tests | | | |
|------------------------------|---------------------|----|-----------------------------------|
| | Value | df | Asymptotic Significance (2-sided) |
| Pearson Chi-Square | 13.511 ^a | 16 | .635 |
| Likelihood Ratio | 16.029 | 16 | .451 |
| Linear-by-Linear Association | .895 | 1 | .344 |
| N of Valid Cases | 100 | | |

Occupation and satisfaction on Jio Services.

From the above table, number:13 indicates that the significance value is .635 which is greater than 0.05. Therefore, there is no significant impact of the Occupation on the satisfaction of Jio services

2. To study the customer expectation for wireless communication service.

H0: There is no impact on significant factors i.e., the Impact of Demographic Factors on Customer satiation.

H1: There is an impact of significant factors i.e., the Impact of Demographic Factors on Customer satiation.

| | Highly Satisfied | Satisfied | Neutral | Dissatisfied | Highly Dissatisfied |
|--|------------------|-----------|---------|--------------|---------------------|
| | | | | | |

| | | | | | |
|---|----|----|----|----|----|
| Customer Satisfaction on the pricing of Jio service charges | 19 | 21 | 35 | 19 | 6 |
| Customer Satisfaction on customer care Responsiveness | 20 | 32 | 29 | 13 | 6 |
| Customer satisfaction on expectations from the service provider | 24 | 22 | 33 | 11 | 10 |
| Overall satisfaction of customers on Jio Services | 4 | 2 | 6 | 65 | 23 |

Customer Satisfaction.

From the above table number: 14 the count of Customer Satisfaction on the pricing of Jio service charges Highly Satisfied is 19, Satisfied is 21, Neutral is 35, Dissatisfied 19, Highly Dissatisfied 6. Customer Satisfaction on customer care Responsiveness for Highly Satisfied is 20, Satisfied is 32, Neutral is 29, Dissatisfied 13, Highly Dissatisfied 6. Customer satisfaction on expectations from the service provider is Highly Satisfied is 24, Satisfied is 22, Neutral is 33, Dissatisfied 11, Highly Dissatisfied 10. The overall satisfaction of customers on Jio Services for Highly Satisfied is 4, Satisfied is 2, Neutral is 6, Dissatisfied 65, Highly Dissatisfied 23

| Factors | Df | Asymp sig | Significant/ insignificant |
|---|----|-----------|----------------------------|
| Customer Satisfaction on the pricing of Jio service charges | 16 | .674 | Insignificant |
| Customer Satisfaction on the customer care Responsiveness | 16 | .020 | Insignificant |
| Customer satisfaction on expectations from the service provider | 16 | .610 | Insignificant |
| Overall satisfaction of customers on Jio Services | 16 | .160 | Insignificant |

Satisfaction on Age.

From the above table, number:15 indicates that 4 factors are considered for the study to examine the significance between age and satisfaction to analyze the same chi-square test is done the analysis indicates that out of all 4 factors are above 0.005 so there is no significant impact of Satisfaction on age.

| Factors | Df | Asymp sig | Significant/ insignificant |
|---------|----|-----------|----------------------------|
|---------|----|-----------|----------------------------|

| | | | |
|---|----|------|---------------|
| Customer Satisfaction on the pricing of Jio service charges | 16 | .604 | Insignificant |
| Customer Satisfaction on the customer care Responsiveness | 16 | .376 | Insignificant |
| Customer satisfaction on expectations from the service provider | 16 | .090 | Insignificant |
| Overall satisfaction of customers on Jio Services | 16 | .494 | Insignificant |

Satisfaction of Gender.

From the above table, number:16 indicates that 4 factors are considered for the study to examine the significance between Gender and satisfaction to analyze the same chi-square test is done the analysis indicates that out of all 4 factors are above 0.005 so there is no significant impact of Satisfaction on Gender.

| Factors | Df | Asymp sig | Significant/ insignificant |
|---|----|-----------|----------------------------|
| Customer Satisfaction on the pricing of Jio service charges | 16 | .407 | Insignificant |
| Customer Satisfaction on the customer care Responsiveness | 16 | .927 | Insignificant |
| Customer satisfaction on expectations from the service provider | 16 | .097 | Insignificant |
| Overall satisfaction of customers on Jio Services | 16 | .120 | Insignificant |

Satisfaction of Monthly income.

From the above table, number:17 indicates that 4 factors are considered for the study to examine the significance between Monthly income and satisfaction to analyse the same chi-square test is done the analysis indicates that out of all 4 factors are above 0.005 so there is no significant impact of Satisfaction on Monthly income.

10. Findings of The Study:

1. When JIO started its services in the Indian market with reasonable prices or affordable prices other telecom service providers also reduced their service charges never before, Jio started revaluation in the Indian telecom market.
2. As per the TRAI report now Jio has 389.11 million subscribers base till April 2020, the number one position in India in very little time and it is changed the entire pricing strategy of other telecommunication providers.

3. Because of these affordable prices, millions of customers choose Jio services and ported from the previous service provider, at the same time some of the jio customers went out from jio services because of network speed and coverage in some areas, compared to all other service providers jio services and Recharge plans are some better for the reason of jio growth.

11. Suggestions of The Study:

1. In light of the above finding of the examination resulting suggestions are offered for a more no of the

user view of cell phone high-quality service organizations in Hyderabad.

2. Most of the respondents are happy with the services of Jio, to retain customers they have to resolve all problems of customers facing, it works as a positive word of mouth by the customer, as much as possible try to utilize customer loyalty to satisfy more customers.
3. Most of the customers don't know about the extra cell phone in addition to a facility, the specialist organization steps to be taken social awareness about these facilities.
4. It is seen that the segment factors' status, salary have the most stranded factor according to the general satisfaction level. So it is proposed while any progressions have Customers in organizations and Customers which are to be considered for the current consumer loyalty and satisfaction.

12. Conclusion of The Study:

1. This article aims to measure customer satisfaction on jio services in the present scenario compare to other telecom service providers, customers are declared that jio is the best in all other comparing with recharge plans, network coverage, and offers.
2. Reliance Jio came with a strategy of fewer prices for services to all targeted audiences, now Jio has become one of the reasons for many developments in India. Especially for students mobile and the internet is become a part of their education and to learn anything, students are finding

everything in seconds, Internet services have become very important to everyone's daily life.

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