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3.3.3 Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during last five years (10)

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1	Dr.Tariq Inamdar	A comparative Study of customer satisfaction of Jio info .Comm.Ltd users and other than Jio info .comm Ltd users with special reference to shirur and khed tahsil	DYPIMS's International Journal of Management & Research	National Conference (online) on Business Dynamics local to global	DYPIM,S DY Patil Institute of Management Studies	2021	National Conference	2277-8586	Sharadchandra Pawar Institute of Management Otur
2	Dr.Tariq Inamdar	A comparative Study of customer satisfaction of Jio info .Comm.Ltd reference to Junner and Ambegoan tahsil	International research journal of marketing and economics	International interdisciplinary conference on sustainability and innovation in higher education commerce management and science	Association of Academics Researchers and Faculties (AARF)	2020	International conference	2348-9766	Sharadchandra Pawar Institute of Management Otur



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3	Dr. Ramesh Kakad	Project Management	NIL	NIL	Thakur Publication PVT LTD	2020	NIL	978-93-90460-19-9	Sharadchandra Pawar Institute of Management Otur
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PREFACE

We are proud to publish and present you DYPIMS International Journal of Management & Research. This journal includes all papers related to Management such as Business Management, Hotel Management, Management, Tourism, Accounting, Decision Science, Education, Economics, Finance and Psychology. The review process is an important aspect of the publication process of these articles and the research publication operates a double blind review process.

The International journal provides free access to research thoughts, innovations, and original discoveries by publishing them for public reading and views. Researchers can share their research ideas and project plans by means of publishing them in this reputed International Journal and get global recognition.

We at DYPIMS are continually striving to progress in Management and Research at par with global standard. DYPIMS is a NAAC 'A' grade accredited Institute therefore continuous quality up gradation is the mantra on which DYPIMS International Research Journal strives for.

We invite your valuable suggestions and feedback. Publication of this journal is an annual feature, and we request you all to send your quality research papers for the forthcoming issue.

I heartily congratulate the editorial team for the splendid efforts they have put in for bringing out this International Journal published.

Thank you.



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"A COMPARATIVE STUDY OF CUSTOMER SATISFACTION OF JIO INFO. COMM. LTD. USERS AND OTHER THAN JIO INFO. COMM. LTD. USERS WITH REFERENCE TO SHIRUR AND KHED TAHSIL"

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ABSTRACT

Customer satisfaction within the telecom Industries has some of expectations and perceptions as evolved by the customers experiencing the quality of service and the diploma of pride provided by using the provider provider which is achieved by retaining the customers. The main vital objective of the examine is to evaluate the service rendered through JIO Info. Comm. Ltd., and Other than JIO Info. Comm. Ltd. Descriptive research was followed with a based questionnaire. The populace includes the respondents who're the users of JIO Info. Comm. Ltd. And Other than JIO info. Comm. Ltd services located in Shirur and Khed Tahsil with a sample size of Seventy Five respondents. The essential findings of the look at relate that the Service nice measurement plays a primary position in customer delight and the higher the satisfaction degree the respondents refer their carrier carriers to others. Network coverage, Voice readability and Recharge options availability and call Centre support are not happy in Khed Tahsil as elements influencing customer service with in comparison to Shirur Tahsil. From the study its miles concluded that the demographic variables which include age group, gender and occupation are having no impact on the elements of customer pleasure but Age and Monthly expenditure are determined based totally on operators. The outcome of the observe indicated that most of the JIO Info. Comm. Ltd., and Other than JIO Info. Comm. Ltd. clients in Shirur were satisfied than customers in Khed Tahsil with recognize to the chosen elements.

Key Words: Customer Satisfaction, Comparative Study, Mobile Network, JIO Info. Comm. Ltd., Other than JIO info. Comm. Ltd

1.INTRODUCTION

The worldwide system of Mobile Communication (GSM) is a digital technology with a worldwide acceptance and plays an significant role in the socio economic growth of countries. Customer satisfaction is the assessment of the performance of a product or service by customers which is vital for successful business performance. Telecommunication operators today must attract and retain customers while constantly improving interactions. They needed to handle the lifecycle of these customers to maximize revenue and reduce costs to increase profitability.

The appearance of the Internet and Mobile Communication had significantly influenced and changed the lifestyle of individual customers. Business had gained more attention on this fast pace of electronic commerce which will directly influence their customer satisfaction, hence it is imperative to understand their requirements and be prepared to provide the service according to their satisfaction.



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Before Twenty one years, mobile phones were rare and considered costly and was used by the affluent people has become a common house hold item now. Building trust and adapting to the individual and local needs of the region are the two-fold success factors in the latest technology sector. India witnesses stiff competition among the service providers to win over new customers and retaining the existing base. However, the ability to earn new customers and retaining the existing customers is a vital activity and can be achieved only by providing commendable quality service to the customers.

In a aggressive market place where business competes for customer acquisition, Customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. The purpose of this study is to compare customer satisfaction towards JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd services in Shirur and Khed Tahsil. To be more specific, the focus is on evaluating the grouped impact of the factors on service value and customer satisfaction

2. REVIEW OF LITERATURE

Customer Satisfaction

Satisfaction plays a principally vital role in competitive environments such as mobile services because of its impact on customer reliability (Lee and Feick 2001). Customer satisfaction refers to the "customers estimation of a product or service in terms of whether that product or service has met their needs and prospect" (Zeithaml and Bitner 2003). Besides, customer satisfaction is multifaceted in nature, and factors that drive satisfaction can be explicit customer needs or implicit expectations, while the key for a firm to retain customer is to differentiate itself from competition. In this study, we define satisfaction as the perceived degree of contentment with regard to a customer's prior purchase experience (Anderson and Srinivasan 2003). Conceptual frameworks on consumer satisfaction have been developed to measure and conceptualize issues related to it (e.g., Cronin and Taylor 1992). Most studies have focused on satisfaction from different dimensions in the telecommunications industry (e.g., Wang and Liao 2007; Woo and Fock 1999).

Woo and Fock (1999) measured satisfaction with three different constructs such as transmission quality, pricing policy and staff competence. Their study revealed that transmission quality played a significant role in improving customer satisfaction, indicating that antecedents on satisfaction depend on the nature of services. Since text messaging and other wireless data services are becoming commonplace (Wegener and Mukharji 2007), Woo and Focks study (1999) should be reinvestigated and extended to provide a better understanding of antecedent on satisfaction, which leads to loyalty. Satisfaction is a measure of evaluation through which customer identify either his expectations are fulfilled or not (Shahid zama khokhar, 2011).



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Service Value

Service value and customer satisfaction are two distinctive constructs but highly correlated. It is concluded that to achieve high customer satisfaction a business must develop a high perception level about service value (S. R. Satish, 2011). Service value reflects particular behavior that indicates whether customer remains loyal to product or to leave the organization (R L Mane, 2014). Service value is vital factor to motivate customer. In service value customer makes comparison (M A Rawal, 2010). Good service value is the basic factor of attracting and satisfying customers.

While a company provides good value it causes customers' satisfaction and more satisfaction results in loyal customers which also lead to shrink customer price sensitivity and low operating cost. So, more satisfaction leads to customers' loyalty and retention. Customers satisfaction is fulfillment of the customer's needs and needs are changing continuously and when these changing needs are fulfilled continuously then customer become loyal with that particular product or service. There are some factors that affect satisfaction in direct selling and these factors are: trust, the availability of the product, the companies image, the variety of the products, convenience, financial value, customers experience with the company, the products and the salesman and the perceived risk.

Customer service and price fairness also have an impact on customer satisfaction. Customer service consists of complaints processing, speed of dealing and solving customers problems and price fairness is charging fair prices. Generally people are price conscious and charging fair prices would increase the customer satisfaction. But on the other hand, people are willing to pay high prices if the service value is better. (Muzammil Hanif, Sehrish Hafeez, Adn an Riaz, 2010). Service value is a key factor that directly influences the customer satisfaction. Service value has many dimensions that are represented by a scale called as SERVQUAL. Dimensions are "Reliability", "Responsiveness", "Assurance", "Empathy" and "Tangibility" (Parasuraman 1988).

To the dimensions of service value and customer satisfaction should be the relationship between these dimensions, the dimensions of the model to investigate the Survival is used, the dimensions are:

1. Tangible: Status of physical facilities, equipment, staff appearance and means of communication.
2. Assurance: Ability to perform the services promised are correct and reliable.
3. Reliability: Knowledge and skills and competencies of staff and the induction of the trust and customer confidence
4. Responsibility: Willingness to assist and provide services to their customers without wasting time.
5. Empathy: Customer intimacy, caring and special attention to his personal efforts to understand customer needs and meet them.
6. Hildman and Guskey (1998) believe customer satisfaction is the ultimate goal of any business.





3. STATEMENT OF THE PROBLEM

Telecommunication influences the world economy and the competition is also becoming more of a threat. In contemporary environment, business has to develop different strategies to survive in the long run. The problem of this study is driven by the need to empirically measure the service delivery of JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. Mobile Tele-communication operators in Shirur and Khed Tahsil. The aim of this research is to examine the level of service value as perceived by customers of JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. Mobile phone subscribers and its effect on the level of customer's satisfaction.

4. OBJECTIVES OF THE STUDY

- To find out the impact of service value dimensions on customer satisfaction towards JIO Info. Comm. Ltd. and Other than JIO Info., Comm. Ltd. services at Shirur and Khed Tahsil.
- Factors influencing Customer Service – Tariff plans (voice and data), Network coverage, Voice clarity, Recharge options, VAS, Call centre support
- To analyze the association between demographic variables and factors of Customer Satisfaction.
- To recommend suggestions for improvement in the level of Customer Satisfaction and in the performance of Service Providers.

5. LIMITATIONS OF THE STUDY

- The study was conducted with JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. Users with 75 respondents.
- The respondents response may have bias which may not give actual remarks about the chosen research topic
- The sampling population chose JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd Customer Walk-in Stores and Markets in Shirur and Khed Tahsil. The survey result may vary in other locations.
- The research was analyzed only for prepaid customers of JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd.

6. RESEARCH METHODOLOGY

For research purpose, the questionnaire was developed for primary data collection and secondary is collected through books, journals and from the internet. The samples were chosen from the population using convenience sampling technique, because the exact population size is unknown and the accessibility of customers in difficult. Survey method of data collection was used in this research. The primary data was collected using structured questionnaire from the JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. Customer walk-in stores and from College students.



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Sample Size

Sample size consists of 75 mobile telecom users from JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. in Shirur and Khed Tahsil.

Statistical Tools

The data which is gathered through questionnaire was processed through SPSS. For statistical analysis, many tests were applied like Percentage, t test and Chi-Square test

1.RESULTS AND DISCUSSION

The following tables show the results of the collected data

Table 1: Frequency Table – Classification of Respondent – Age and Employment

Sr. No	Particulars	Frequency	Percent
1.	Age		
	18-25	15	20.00
	25-35	29	38.67
	35-45	22	29.33
	Above 45 yrs	9	12.00
	Total	75	100.0
2.	Employment		
	Public employe	12	16.00
	Private Employment	26	34.67
	Selfemployment	23	30.67
	Students	11	14.66
	Others	3	4.00
	Total	75	100.0

Source: Primary Data

From the above Table 1, it is inferred that majority (38.67%) of the respondents who fall between the age of 25-35 are the customers of JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. Majority (34.67%) of the respondents belongs to the Private employment category

2. INDEPENDENT SAMPLE T-TEST

Hypothesis 1: There is no significant difference between Recommendation and service value dimension of the respondents of JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. users.





Table 2: T-Test for Significant difference between Recommendation and Service value dimension of the respondent

Service value Dimension	Opinion	N	Mean	SD	't' Value	'p' Value
Tangibles	Yes	54	2.41	0.81	3.897	0.018
	No	21	3.21	1.29		
Assurance	Yes	54	2.49	0.79	7.150	0.000
	No	21	3.85	1.12		
Reliability	Yes	54	2.62	0.82	4.726	0.004
	No	21	3.52	1.11		
Responsibility	Yes	54	2.65	0.94	4.615	0.015
	No	21	3.63	1.12		
Empathy	Yes	54	2.65	0.81	6.835	0.000
	No	21	3.96	1.11		

Source: Primary Data

From the above table 2, it is inferred that all the service value dimensions have influence on recommendation. The p values are below 0.05, so the null hypothesis is rejected and alternative hypothesis is accepted. Hence it is concluded that there is significant difference between Recommendation and service value dimension of the respondents of JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. users.

Null Hypothesis 2: There is no significant difference between Customer service-Gallery Service in Shirur and Khed Tahsil.

Table 3: T – Test for Significant difference between Customer service- Gallery Service in Shirur and Khed Tahsil.

Customer Satisfaction on Call Center	Tahsil Name	N	Mean	SD		p value
Ability to get Access quickly	Shirur	38	3.24	1.275	5.872	0
	Khed	37	4.56	1.101		
Attitude of the Attendant	Shirur	38	3.12	1.138	1.608	0.4335
	Khed	37	3.42	0.811		
Ability to provide Solution	Shirur	38	3.18	1.321	0.879	0.8415
	Khed	37	3.36	0.783		
Overall customer care Service	Shirur	38	3.18	1.248	3.417	0.0405
	Khed	37	3.9	0.967		

Source: Primary Data





From the above table 3, it is inferred that there is difference in variables of customer service- Gallery Service between Shirur and Khed Tahsil. The p values for Ability to get access quickly and overall customer satisfaction are below 0.05, so there is significant difference between customer satisfaction (Ability to get access quickly, overall customer satisfaction) in Shirur and Khed Tahsil. So the null hypothesis is rejected and alternative hypothesis is accepted.

Null Hypothesis 3: There is no significant difference between Overall Customer satisfaction in Shirur and Khed Tahsil.

Table 4: T – Test for Significant difference between Overall Customer satisfaction in Shirur and Khed Tahsil.

Overall Customer Satisfaction	District Name	N	Mean	SD	't' Value	'p' value
Voice Tariff	Shirur	38	2.94	1.32	0.294	1.267
	Khed	37	3	0.75		
Data Plan	Shirur	38	2.88	1.05	1.810	0.349
	Khed	37	3.18	0.645		
Network coverage	Shirur	38	2.76	1.02	9.687	0
	Khed	37	4.5	0.855		
Voice clarity	Shirur	38	2.94	1.17	5.818	0
	Khed	37	4.14	0.99		
Recharge option Availability	Shirur	38	2.88	1.05	4.591	0.006
	Khed	37	3.72	0.87		
Value Added Service	Shirur	38	3.12	1.425	2.268	0.205
	Khed	37	3.66	1.065		
Call centre support	Shirur	38	3.06	1.32	6.144	0
	Khed	37	4.5	1.14		

Source: Primary Data

From the above table 4, it is inferred that there is difference in variables of overall customer satisfaction between Shirur and Khed Tahsil. The p values for Network coverage, Voice Clarity, Recharge Option Availability and Call centre support are below 0.05, so there is significant difference between overall customer satisfaction in Shirur and Khed Tahsil. So the null hypothesis is rejected and alternative hypothesis is accepted.

Null Hypothesis 4: There is no association between overall customer satisfaction and service value dimension.

Table 5: Association between Overall Customer satisfaction and Service value dimension





Service value dimension	Calculate Chi-Square Value	Acceptance / Rejection of Null Hypothesis	'p' Value
Tangibles	41.25	Rejected	0.0015
Assurance	37.65	Rejected	0.0045
Reliability	46.5	Rejected	0
Responsibility	37.5	Rejected	0.0015
Empathy	45	Rejected	0

Source: Primary Data

Since p value of all the satisfaction factors are below than 0.05 in which null hypothesis is rejected and alternative hypothesis is accepted at 5% level of significance. Hence it is concluded that there is association between overall customer satisfaction and service value dimension.

Null Hypothesis 5: There is no association between mobile operator and demographic variables.

Demographic Variable	Calculated Chi-Square Value	Acceptance / Rejection of Null Hypothesis	'p' value
Age	15.75	Rejected	0.0225
Employment	5.925	Accepted	0.618
Years of usage	6.375	Accepted	0.1785
Monthly mobile Expenditure	1.395	Rejected	0.039

Source: Primary Data

Table 6 shows the association (relationship) between mobile operator and demographic variables. The results disclose the existence of a significant association between mobile operator and the considered Demographic variables such as Age and Monthly mobile expenditure of the sample respondents. Hence the null hypothesis is accepted for employment and Years of Usage and rejected for Age and Monthly mobile expenditure.

10. FINDINGS AND SUGGESTIONS

Based on the results, the study offers several recommendations to JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. to increase Mobile phone service value and enhance Customer satisfaction.

Customer care is very vital and produces direct impact on customer satisfaction. The Service value dimensions of Tangibles, Assurance, Reliability, Responsibility and Empathy plays a major role in the recommendation of JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. Only customers who are happy in the service value dimensions will be ambassadors for the operators. Therefore the operators should focus more on the showroom facilities for walk-in customers and ensure their service/query or complaint is addressed with confidence and solution given in the shortest time possible.



JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. operators should focus more on providing good network coverage and voice clarity and ensure more options and recharge stores available in Shirur Tahsil.

JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. customers should target their customers segment wise on Age and monthly usage as the respondents are particular in choosing their network operator

11. CONCLUSION

The telecommunication services in India have witnessed phenomenal changes over the last few years and the information technology has brought tremendous changes in day to day activities of common man. The requirement for mobile phone services in the sub-continent is increasing substantially. The telecommunication services have been recognized the world-over as an vital tool indicating the socio-economic development of a nation and the telecom infrastructure is treated as a crucial factor to realize and accomplish the socio-economic objectives in India.

The competitive intensity in the telecom industry in India is one of the highest in the world and has led to sustained fall in realization for the service providers. With more operators moving out of the market the competitive intensity is likely to continue, putting further downward pressure on the telecom tariffs. Thus the telecom companies might give service value to attract customer satisfaction.

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A COMPARATIVE STUDY OF CUSTOMER SATISFACTION OF JIO INFO. COMM. LTD. USERS AND OTHER THAN JIO INFO. COMM. LTD. USERS WITH REFERENCE TO JUNNAR AND AMBEGAON TAHSIL

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ABSTRACT

Customer satisfaction within the telecom Industries has some of expectations and perceptions as evolved by the customers experiencing the quality of service and the diploma of pride provided by using the provider provider which is achieved by retaining the customers. The main important objective of the examine is to evaluate the service rendered through JIO Info. Comm. Ltd. And Other than JIO Info. Comm. Ltd. Descriptive research was followed with a based questionnaire. The populace includes the respondents who're the users of JIO Info. Comm. Ltd. And Other than JIO info. Comm. Ltd services located in Junnar and Ambegaon Tahsil with a sample size of fifty respondents. The essential findings of the look at relate that the Service nice measurement plays a primary position in customer delight and the higher the satisfaction degree the respondents refer their carrier carriers to others. Network coverage, Voice readability and Recharge options availability and call centre support are not happy in Ambegaon Tahsil as elements influencing customer service with in comparison to Junnar Tahsil. From the study its miles concluded that the demographic variables which include age group, gender and occupation are having no impact on the elements of customer pleasure but Age and Monthly expenditure are



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determined based totally on operators. The outcome of the observe indicated that most of the JIO Info. Comm. Ltd. And Other than JIO Info. Comm. Ltd. clients in Junnar were satisfied than customers in Ambegoan Tahsil with recognize to the chosen elements.

Key Words: Customer Satisfaction, Comparative Study, Mobile Connection, JIO Info. Comm. Ltd., Other than JIO info. Comm. Ltd

1. INTRODUCTION

The Global system of Mobile Communication (GSM) is a digital technology with a worldwide acceptance and plays an important role in the socio economic development of countries. Customer satisfaction is the assessment of the performance of a product or service by customers which is important for successful business performance. Telecommunication operators today must attract and retain customers while constantly improving interactions. They needed to manage the lifecycle of these customers to maximize revenue and reduce costs to increase profitability.

The emergence of the Internet and Mobile Communication had significantly influenced and changed the lifestyle of individual customers. Business had gained more attention on this fast pace of electronic commerce which will directly influence their customer satisfaction, hence it is imperative to understand their requirements and be prepared to provide the service according to their satisfaction.

Before Twenty years, mobile phones were rare and considered expensive and was used by the affluent people has become a common house hold item now. Building trust and adapting to the individual and local needs of the region are the two-fold success factors in the latest technology sector. India witnesses stiff competition among the service providers to win over new customers and retaining the existing base. However, the ability to earn new customers and retaining the existing customers is an important activity and can be achieved only by providing commendable quality service to the customers.

In a competitive market place where business competes for customer acquisition, Customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. The purpose of this study is to compare customer satisfaction towards JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd services in Junnar and Ambegoan Tahsil. To be more specific, the focus is on evaluating the grouped impact of the factors on service quality and customer satisfaction.



2. STATEMENT OF THE PROBLEM

Telecommunication influences the world economy and the competition is also becoming more of a threat. In contemporary environment, business has to develop different strategies to survive in the long run. The problem of this study is driven by the need to empirically measure the service delivery of JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. Mobile Tele-communication operators in Junnar and Ambegaon Tahsil. The aim of this research is to examine the level of service quality as perceived by customers of JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. Mobile phone subscribers and its effect on the level of customer's satisfaction.

3. OBJECTIVES OF THE STUDY

- To find out the impact of service quality dimensions on customer satisfaction towards JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. services at Junnar and Ambegaon Tahsil.
- Factors influencing Customer Service – Tariff plans (voice and data), Network coverage, Voice clarity, Recharge options, VAS, Call centre support
- To analyze the association between demographic variables and factors of Customer Satisfaction.
- To recommend suggestions for improvement in the level of Customer Satisfaction and in the performance of Service Providers.

4. LIMITATIONS OF THE STUDY

- The study was conducted with JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. Users with 50 respondents.
- The respondents response may have bias which may not give actual remarks about the chosen research topic
- The sampling population chose JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd Customer Walk-in Stores and Markets in Junnar and Ambegaon Tahsil. The survey result may vary in other locations.
- The research was analyzed only for prepaid customers of JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd.

5. RESEARCH METHODOLOGY

For research purpose, the questionnaire was developed for primary data collection and secondary is collected through books, journals and from the internet. The



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samples were chosen from the population using convenience sampling technique, because the exact population size is unknown and the accessibility of customers is difficult. Survey method of data collection was used in this research. The primary data was collected using structured questionnaire from the JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. Customer walk-in stores and from College students.

Sample Size

Sample size consists of 50 mobile telecom users from JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. in Junnar and Ambegaon Tahsil.

Statistical Tools

The data which is gathered through questionnaire was processed through SPSS. For statistical analysis, many tests were applied like Percentage, t test and Chi-Square test.

6. RESULTS AND DISCUSSION

The following tables show the results of the collected data.

Table 1: Frequency Table – Classification of Respondent – Age and Employment

Sr. No	Particulars	Frequenc y	Percen t
1.	Age		
	18-25	11	22.0
	25-35	23	46.0
	35-45	11	22.0
	Above 45 yrs	5	10.0
	Total	50	100.0
2.	Employment		
	Public employment	6	12.0
	Private Employment	19	38.0
	Self-employment	17	34.0
	Students	7	14.0
	Others	1	2.0



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	Total	50	100.0
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Source: Primary Data

From the above Table 1, it is inferred that majority (46%) of the respondents who fall between the age of 25-35 are the customers of JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. Majority (38%) of the respondents belongs to the Private employment category.

2. INDEPENDENT SAMPLE T-TEST

Null Hypothesis 1: There is no significant difference between Recommendation and service quality dimension of the respondents of JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. users.

Table 2: T-Test for Significant difference between Recommendation and Service quality dimension of the respondent

Service Quality Dimension	Opinion	N	Mean	SD	't' Value	'p' Value
Tangibles	Yes	36	1.61	0.54	2.598	0.012
	No	14	2.14	0.86		
Assurance	Yes	36	1.66	0.53	4.767	0.000
	No	14	2.57	0.75		
Reliability	Yes	36	1.75	0.55	3.151	0.003
	No	14	2.35	0.74		
Responsibility	Yes	36	1.77	0.63	3.077	0.010
	No	14	2.42	0.75		
Empathy	Yes	36	1.77	0.54	4.557	0.000
	No	14	2.64	0.74		

Source: Primary Data

From the above table 2, it is inferred that all the service quality dimensions have influence on recommendation. The p values are below 0.05, so the null hypothesis is rejected and alternative hypothesis is accepted. Hence it is concluded that there is significant difference between Recommendation and service quality dimension of the



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respondents of JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. users.

Null Hypothesis 2: There is no significant difference between Customer service- Gallery Service in Junnar and Ambegaon Tahsil.

Table 3: T – Test for Significant difference between Customer service- Gallery Service in Junnar and Ambegaon Tahsil.

Customer Satisfaction on Call Center	Tahsil Name	N	Mean	SD	't' Value	p value
Ability to get Access quickly	Junnar	25	2.16	0.850	3.915	0.000
	Ambegaon	25	3.04	0.734		
Attitude of the Attendant	Junnar	25	2.08	0.759	1.072	0.289
	Ambegaon	25	2.28	0.541		
Ability to provide solution	Junnar	25	2.12	0.881	0.586	0.561
	Ambegaon	25	2.24	0.522		
Overall customer care Service	Junnar	25	2.12	0.832	2.278	0.027
	Ambegaon	25	2.60	0.645		

Source: Primary Data

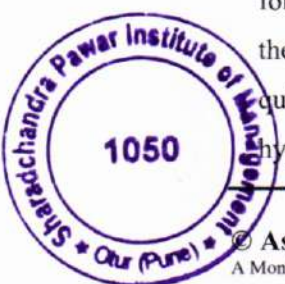
From the above table 3, it is inferred that there is difference in variables of customer service- Gallery Service between Junnar and Ambegaon Tahsil. The p values for Ability to get access quickly and overall customer satisfaction are below 0.05, so there is significant difference between customer satisfaction (Ability to get access quickly, overall customer satisfaction) in Junnar and Ambegaon Tahsil. So the null hypothesis is rejected and alternative hypothesis is accepted.

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Null Hypothesis 3: There is no significant difference between Overall Customer satisfaction in Junnar and Ambegaon Tahsil.

Table 4: T – Test for Significant difference between Overall Customer satisfaction in Junnar and Ambegaon Tahsil.

Overall Customer Satisfaction	District Name	N	Mean	SD	't' Value	'p' value
Voice Tariff	Junnar	25	1.96	0.88	0.196	0.845
	Ambegaon	25	2.00	0.50		
Data Plan	Junnar	25	1.92	0.70	1.207	0.233
	Ambegaon	25	2.12	0.43		
Network coverage	Junnar	25	1.84	0.68	6.458	0.000
	Ambegaon	25	3.00	0.57		
Voice clarity	Junnar	25	1.96	0.78	3.879	0.000
	Ambegaon	25	2.76	0.66		
Recharge option availability	Junnar	25	1.92	0.70	3.061	0.004
	Ambegaon	25	2.48	0.58		
Value Added Service	Junnar	25	2.08	0.95	1.512	0.137
	Ambegaon	25	2.44	0.71		
Call centre support	Junnar	25	2.04	0.88	4.096	0.000
	Ambegaon	25	3.00	0.76		

Source: Primary Data

From the above table 4, it is inferred that there is difference in variables of overall customer satisfaction between Junnar and Ambegaon Tahsil. The p values for Network coverage, Voice Clarity, Recharge Option Availability and Call centre support are below 0.05, so there is significant difference between overall customer satisfaction in Junnar and Ambegaon Tahsil. So the null hypothesis is rejected and alternative hypothesis is accepted.

Null Hypothesis 4: There is no association between overall customer satisfaction and service quality dimension.

Table 5: Association between Overall Customer satisfaction and Service quality dimension



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Service quality dimension	Calculated Chi-Square Value	Acceptance / Rejection of Null Hypothesis	'p' Value
Tangibles	27.5	Rejected	0.001
Assurance	25.1	Rejected	0.003
Reliability	31.0	Rejected	0.000
Responsibility	25.0	Rejected	0.001
Empathy	30.0	Rejected	0.000

Source: Primary Data

Since p value of all the satisfaction factors are below than 0.05 in which null hypothesis is rejected and alternative hypothesis is accepted at 5% level of significance. Hence it is concluded that there is association between overall customer satisfaction and service quality dimension.

Null Hypothesis 5: There is no association between mobile operator and demographic variables.

Table 6: Association between Mobile operator and Demographic variables

Demographic Variables	Calculated Chi-Square Value	Acceptance / Rejection of Null Hypothesis	'p' value
Age	10.5	Rejected	0.015
Employment	3.95	Accepted	0.412
Years of usage	4.25	Accepted	0.119
Monthly mobile Expenditure	0.93	Rejected	0.026

Source: Primary Data

Table 6 shows the association (relationship) between mobile operator and demographic variables. The results disclose the existence of a significant association between mobile operator and the considered Demographic variables such as Age and Monthly mobile expenditure of the sample respondents. Hence the null hypothesis is accepted for employment and Years of Usage and rejected for Age and Monthly mobile



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10. FINDINGS AND SUGGESTIONS

- Based on the results, the study offers several recommendations to JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. to increase Mobile phone service quality and enhance Customer satisfaction.
- Customer care is very important and produces direct impact on customer satisfaction. The Service quality dimensions of Tangibles, Assurance, Reliability, Responsibility and Empathy plays a major role in the recommendation of JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. Only customers who are happy in the service quality dimensions will be ambassadors for the operators. Therefore the operators should focus more on the showroom facilities for walk-in customers and ensure their service/query or complaint is addressed with confidence and solution given in the shortest time possible.
- JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. operators should focus more on providing good network coverage and voice clarity and ensure more options and recharge stores available in Junnar Tahsil.
- JIO Info. Comm. Ltd. and Other than JIO Info. Comm. Ltd. customers should target their customers segment wise on Age and monthly usage as the respondents are particular in choosing their network operator.

11. CONCLUSION

The telecommunication services in India have witnessed phenomenal changes over the last few years and the information technology has brought tremendous changes in day to day activities of common man. The requirement for mobile phone services in the sub-continent is increasing substantially. The telecommunication services have been recognized the world-over as an important tool indicating the socio-economic development of a nation and the telecom infrastructure is treated as a crucial factor to realize and accomplish the socio-economic objectives in India.

The competitive intensity in the telecom industry in India is one of the highest in the world and has led to sustained fall in realization for the service providers. With more operators moving out of the market the competitive intensity is likely to continue, putting further downward pressure on the telecom tariffs. Thus the telecom companies might give service quality to attract customer satisfaction.



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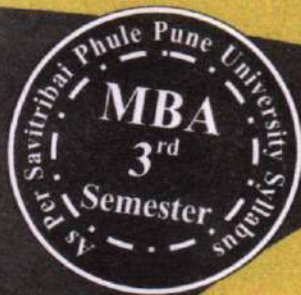


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This book is designed as per the new syllabus of SPPU for the management students. The purpose of project management is to foresee or predict as many difficult situation as possible; and to plan, organise and control activities so that the project is completed as successfully as possible in spite of all the risks. This book will help present and future project manager to manage time, cost, quality of the project.

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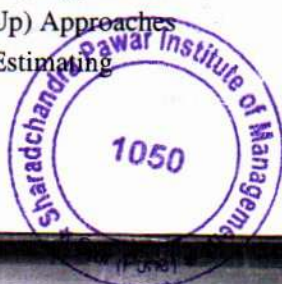


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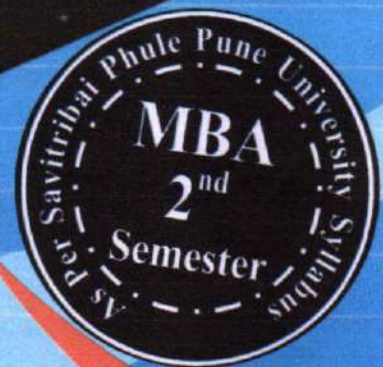
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Service Operations Management-I



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Prof. (Dr.) Ramesh Kakad

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About the Book

The objective of “**Service Operations Management-I**” book is to describe the nature and characteristics of services, the services economy, the service design elements of variety of services, use of service blueprinting, analysing alternative locations and layout for variety of service facilities. The language is simple and easy to understand for the students.

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Model Paper




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THE STUDY OF AGRICULTURE PRODUCE MARKET COMMITTEE AND FARMER'S SATISFACTION ABOUT APMC

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Abstract:

Agriculture is the cultivation of animals, plants, fungi and other life forms for food, fiber, and other products used to sustain life. Agriculture was the key implement in the rise of sedentary human civilization, whereby farming of domesticated species created food surpluses that nurtured the development of civilization. The study of agriculture is known as agricultural science. Agriculture is also observed in certain species of ant and termite, but generally speaking refers to human activities.

Introduction

The history of agriculture dates back thousands of years, and its development has been driven and defined by greatly different climates, cultures, and technologies. However, all farming generally relies on techniques to expand and maintain the lands suitable for raising domesticated species. For plants, this usually requires some form of irrigation, although there are methods of dry land farming; pastoral herding on rangeland is still the most common means of raising livestock. In the developed world, industrial agriculture based on large-scale monoculture has become the dominant system of modern farming, although there is growing support for sustainable agriculture (e.g. perm culture or organic agriculture).

Modern agronomy, plant breeding, pesticides and fertilizers, and technological improvements have sharply increased yields from cultivation, but at the same time have caused widespread ecological damage and negative human health effects. Selective breeding and modern practices in animal husbandry such as intensive pig farming have similarly increased the output of meat, but have raised concerns about animal cruelty and the health effects of the antibiotics, growth hormones, and other chemicals commonly used in industrial meat production.



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In 2007, one third of the world's workers were employed in agriculture. The services sector has overtaken agriculture as the economic sector employing the most people worldwide. Despite the size of its workforce, agricultural production accounts for less than five percent of the gross world product (an aggregate of all gross domestic products).

AGRICULTURE MARKETING

The agricultural produce sector has been one of the most important components of the Indian economy. The increasing trend of agricultural production has brought, in its wake, new challenges in terms of finding market for the marketed surplus. There is also a need to respond to the challenges and opportunities, that the global markets offer in the liberalised trade regime. To benefit the farming community from the new global market access opportunities, the internal agricultural marketing system in the country needs to be integrated and strengthened. Government of India is striving to prepare the Indian agricultural markets and marketing environment so as to provide maximum benefit to the producers and in turn, compete with the global markets. Agriculture and agricultural marketing need to be re-oriented to respond to the market needs and consumer preferences. Agricultural marketing reforms and creation of marketing infrastructure has been initiated to achieve the above purpose.

Facilities Needed for Agricultural Marketing

In order to have best advantage in marketing of his agricultural produce the farmer should enjoy certain basic facilities.

1. He should have proper facilities for storing his goods.
2. He should have holding capacity, in the sense, that he should be able to wait for times when he could get better prices for his produce and not dispose of his stocks immediately after the harvest when the prices are very low.
3. He should have adequate and cheap transport facilities which could enable him to take his surplus produce to the mandi rather than dispose it of in the village itself to the village money-lender-cum-merchant at low prices.
4. He should have clear information regarding the market conditions as well as about the ruling prices, otherwise may be cheated. There should be organized and regulated markets where the farmer will not be cheated by the -dalals- and -arhatiyas-.
5. The number of intermediaries should be as small as possible, so that the middleman's profits are reduced. This increases the returns to the farmers.



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NEED OF THE STUDY

The concept agriculture marketing is very essential in Indian economy. More than 70% Indian population directly or indirectly depends upon agriculture sectors. Because of industrial revolution there has been very fast changes occurred in Industrial sectors and Industrial marketing also. When we considering agriculture sectors there has been rapid changes occurred in production of agriculture product or commodity but there is nothing any special change happened in agriculture marketing. There is very slow changes occurred in agriculture marketing.

Firstly we try to compare agriculture marketing with industrial marketing and find the cause of why agriculture marketing stays back. They are as follow.

- ✓ Product or commodity perisibility
- ✓ Lack of research and study
- ✓ Very low involvement of well educated, qualified, and experience personality
- ✓ Uneducated or unqualified work force involve in distribution channel.
- ✓ Lack of effective management.

Farmer is the first and primary factors in agriculture marketing because farmer is the actual producer of product. Farmer's satisfaction is also important for continuous and sustainable supply of commodity. We should do the study of farmer satisfaction, expectation and problem face by farmer.

OBJECTIVES OF THE STUDY

A. Conceptual or Empirical objective

- 1) To understand the concept of agriculture, agriculture marketing.
- 2) To do the study of term agriculture produce market committee.
- 3) To know the function, mission, objective, schemes, working procedure, facilities provided by Apmc into agriculture marketing..

B. Functional or descriptive Objective

- 1) To do the survey of farmer's primary vegetable crop at Junnar taluka.
- 2) To understand the vegetable selling procedure by farmers belonging to Junnar taluka.
- 3) To find out the awareness of farmers about Apmc.
- 4) To find out the causes of, Why farmers sales their vegetable through APMC?
- 5) To understand farmers expectation about vegetable sales method.
- 6) To find out the farmers has satisfied or not on working of APMC.



RESEARCH METHODOLOGY OF STUDY: Research can be defined as systemized effort to gain new knowledge. A research is carried out by different methodologies which have their own pros and cons. Research methodology is a way to solve research in studying and solving research problem along with logic behind them are defined through research methodology. Thus while talking about research methodology we are not only talking of research methods but also considered the logic behind the methods. We are in context of our research studies and explain why it is being used a particular method or technique and why the others are not used. So that research result is capable of being evaluated either by researcher himself or by others

Research design is simply framework or plan for a study that is used as a guide in collecting and analyzing the data. It is blue print that is follow in completing a study.

Descriptive research was conducted which included service & fact finding enquires. A survey was conducted which involved visiting various existing & potential customers. Research has its special significance in solving various operational and planning problems of business and industry. Research methodology is the way to systematically solve the research problem. The main reason for selecting this method is that the researcher has no control over the variable he can only report what has happened or what is happening.

METHOD FOR RESEARCH: There are used two types of research methodology for completion of this project report. The project is based on agriculture marketing and this subject has vast in nature because of that the project is divided into two parts. The first part is "study of agriculture produce market committee" that is totally based on **conceptual or empirical research**. The second part is "farmer's satisfaction about APMC" that is based on **descriptive research**.

LOCATION OF STUDY : In the present scenario the project is done at Junnar thasil in pune districts were selected for the study to know the farmer's satisfaction about agriculture produce market committee. This will help the APMC in formulating its marketing plan.

LIMITATIONS

1. The nature and scope of project topic or study is very large.

Agriculture, agriculture marketing, agriculture produce market committee, concept are in very vast in nature. The study of that project requires a good experience and knowledge of basic terms related to agriculture. MBA candidate has not well awareness of basic terms. That is limitation for completion of project work.



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2. The time duration: Considering the project objective the time duration is low compare with nature of project report. Only 60 days not sufficient to the project work.

3. Problem for collecting reliable information : Apmc is a statutory organization the collection of information is very difficult. Apmc's officers has no full authority for giving information about Apmc.

4. Problem in determining the sample size : There is large number of farmer sales their agricultural good through apmc but here only 200 farmers took as sample size considering time and cost factors in project work.

5. Farmer's illiteracy : Farmer is the respondent of project report most of the farmer is illiterate. They were not capable to give the perfect answer of question. That is limitation of project work.

6. Language barriers : The all primary data collected in Marathi language because of illiterate respondent. And that data transfer into English language. Some Marathi words use in project report. That is also limitation of project report.

DATA COLLECTION

The primary data was collected from farmers, marchland as well as the person involving in vegetable distribution channel. Interview schedule was prepared to collect the information from farmer, chairman, secretary. The interview schedule and nature of question is designed keeping in mind the objective of the study. The secondary data was collected through internet, news paper, television's agriculture programs, journals, magazines and reference books.

SAMPLE DESIGN AND SAMPLE SIZE

The sampling process adopted for the project as following way.

Sample element: Farmers **Sample units:** Farmers who sales their goods through Apmc.

Extent: Junnar tehil. **Time:** June and July 2011

The sample unit is farmer who sales their goods through Apmc. There are 200 farmers selected as sample size, for attaining that sample size considering the sample unit the survey or interview taken is 251 farmers. There was random sampling method used for this research. Simple random sampling mean firstly identified by sampling unit in given area and then randomly selected a sample size.

CONCEPTUAL FINDING

1. Agriculture produce market committee performs various functions to agriculture marketing. It plays significant role in agriculture marketing.



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2. Agriculture produce market committee is the well settle, regulated or government control statutory organization established for providing security to the all participant in agriculture marketing.
3. There is very long supply chain present in agriculture marketing.
4. In agriculture marketing find very high difference between price getting to farmers and price paid by final consumer because of large number of middleman.

DESCRIPTIVE OR FUNCTIONAL FINDING

1. Junnar tahshil is really modern and well develop area in vegetable sectors having with good agricultural supportive climatic condition and infrastructure, facilities.
2. Junnar tahshil is the central point of Mumbai and Ahamadnagar, or Pune and Nashik cities.
3. Tomato, onion and cauliflower are major cash vegetable crop of Junnar tahshil's farmers.
4. The maximum farmers tendency is selling their goods (vegetable) through agriculture produce market committee.
5. The large numbers of farmers have not adequate information (awareness) about APMC.
6. Payment guarantee and suitability is the primary reason of farmers for selling their crop through apmc.
7. Farmers expected the sales procedure of agriculture goods according to the nature of commodities.
8. The farmer satisfaction ratio is high in selling procedure, adaty, infrastructure facilities, information system and weekly schedule of APMC market.
9. The farmer satisfaction ratio is low in payment procedure, traders, commission or charges and weight or measurement procedure of APMC market.

CONCLUSION

Agriculture marketing is a very critical and complex marketing procedure. It is in very large in nature. There is more than 70% Indian population depends on agriculture sectors. On the basis of project study I understand there are two aspect of agriculture marketing.

Agricultural sources marketing. Agriculture commodity or produce marketing. Agricultural sources marketing means the distribution of agriculture's resources from manufacturer to the farmers. It involves distribution of seeds, pesticides, fertilizer, technology etc. Agriculture commodity or produce marketing means moving the agri good, commodities from farmers to end consumers.

