

# A Study on Customer Preference and Satisfaction Towards Reliance Jio Network in Erode City

**Dr. C. Indirani<sup>1</sup>, Sreenithi. S<sup>2</sup>, Srimathi. P<sup>3</sup>, Srinithi. L<sup>4</sup>**

<sup>1</sup>Assistant Professor, PG Department of Commerce(CA), Vellalar college for women (Autonomous), Erode-

<sup>2,3,4</sup>III-B.Com(CA)-B, PG Department of Commerce(CA), Vellalar college for women (Autonomous), Erode-12.

## ABSTRACT:

This study explores customer preference and satisfaction towards the Reliance Jio network in Erode city, Tamil Nadu. With the rapid growth of telecommunications in India, Reliance Jio has emerged as a dominant player, offering competitive pricing, high-speed data, and extensive coverage. The research aims to understand the factors influencing customer preference, including service quality, pricing, network coverage, customer support, and value-added services.

A structured questionnaire was administered to a sample of 50 Jio users across various demographic segments in Erode. The findings reveal that affordability and data speed are the primary drivers of customer preference, while network consistency and customer service significantly influence satisfaction levels. Although most respondents express overall satisfaction with Jio's services, certain areas such as rural coverage and customer support still need improvement. The study offers valuable insights for service providers to enhance customer experience and sustain loyalty in a competitive market.

The study concludes with suggestions for enhancing service quality and customer retention. However, certain concerns related to network stability and customer support were also identified. The findings can help Reliance Jio and other service providers improve their offerings and enhance customer satisfaction in semi-urban markets.

**KEYWORDS:** Customer Preference, Customer Satisfaction, Reliance Jio, Telecom Services, Erode City, Network Quality, Consumer Behavior, Service Quality, Internet Speed, Pricing Strategy, User Experience, Customer Feedback.

## INTRODUCTION

Now-a-days, no one is living without mobile phone. Many number of network services are available in this world. especially, the study is focused on Reliance Jio network which has been founded in 2007. It is a LTE (Long Term Evolution) mobile network operator in India. It is a wholly owned subsidiary of Reliance Industries headquartered in Mumbai which provides wireless 4G LTE service network (without 2G/3G based services) and is the only 100% VoLTE (Voice Over LTE) operator in the country. It covers all 22 telecom circles in India. The Reliance unit has been buying spectrum since 2010 under a plan to return this quarter to a market that now has more than 1 billion mobile subscribers. Reliance Jio has appointed

shahrukh Khan as their brand Ambassador. It invests into wireless unit of about 150 billion rupee. Jio have plan to issue 15 billion new share at Rs.10, each to existing shareholders. Reliance communications owns and operates the world's largest next generation IP enabled connectivity infrastructure which comprises 2,80,000 kilometers of fiber optic cable systems in India, USA, Europe, Middle East and the Asia Pacific region. Reliance Group ranks among India's top private sector business houses in terms of net worth. The company has a good customer base and it covers over 21,000 cities and towns and over 4,00,000 villages of India. Reliance Jio is in process to set-up the 4G LTE infrastructure. RJIL is setting up reliance (4th generation) high speed internet connectivity, rich communication services and various digital services on pan India basis in key domains such as education, healthcare, security, financial services, government citizen interfaces and entertainment. Reliance jio infocomm Ltd. (commonly referred to as jio) revolutionized the Indian telecom sector with its launch in 2016, offering affordable data plans, high-speed internet, and innovative services. As the company continues to expand offerings in 2024, understanding customer preferences and satisfaction remains critical for maintaining its competitive edge. Reliance jio, a subsidiary of Reliance Industries Limited, has revolutionized the telecommunications sector in India. Jio has become a market leader. In 2024, Reliance jio continues to expand its vision with cutting-edge projects focused on enhancing digital connectivity, introducing 5G services, and driving innovation in various sectors. Jio offers the fastest network in all over India and is the most popular company in India. Reliance launched jio, and it became India's fastest telecommunication network. Jio provides a digital platform to India. The company's headquarter is in Mumbai, Maharashtra, India.

## STATEMENT OF THE PROBLEM

With the rapid expansion of the telecommunications industry in India, Reliance jio has emerged as a dominant player, revolutionizing the market with affordable data plans, extensive network coverage and digital services. However, customer satisfaction and preferences vary based on several factors, including network quality, pricing, customer service, and value-added services. In metro cities, where multiple telecom operators compete for market share, understanding customer perceptions and satisfaction levels towards Reliance Jio is crucial. While Jio has gained a significant customer base due to its competitive pricing and unlimited data offers, concerns regarding network stability, call drop rates, data speed and customer service efficiency persist. Since the study seeks to answer the following questions:

1. What is the reason for choosing the Reliance jio network?
2. What are the factors influencing the customers to buy the mobile network?
3. What are the problems faced by the customers while using the jio network?

## SCOPE OF THE STUDY

The scope of the study is confined to evaluating satisfaction of Reliance jio users. It is mainly concentrated in Thrissur city. It is a preliminary study of Reliance jio to examine the customer's satisfaction. This project can be useful to top management to take appropriate decision for improvement of the features or updates.

## OBJECTIVES OF THE STUDY

Reliance jio network The following are the objectives of study.

- To analyse factors influencing customer preference in Reliance jio network.
- To study the customer expectation of Reliance jio network.
- To study the problems faced by the customers while using the jio network.

- To understand promotional activities used by reliance jio network.
- To understand the customer satisfaction level of Reliance jio network.
- To know findings, suggestions and conclusions.

**SAMPLING**

Sampling is a process used in statistical analysis in which a predetermined number of observations are taken from a larger population. The methodology used to sample from a larger population depends on the type of analysis being performed, but it may include simple random sampling or systematic sampling.

**SAMPLE SIZE**

The number of items selected from the population constitutes the sample size. Total sample size for the study is 50 respondents.

**SAMPLE DESIGN**

For the purpose of research, convenient sampling technique is adopted in selecting the respondents in Erode city. The respondents are distributed with well structured questionnaire.

**AREA OF THE STUDY**

The survey for collection of data was conducted in different areas of Erode city.

**PERIOD OF STUDY**

The period of the study was december (2024),january & february (2024).

**METHODOLOGY**

A research design is purely and simply the frame work or plan for a study that guides the collection and analysis of the data. In consumer surveys,descriptive research designs are used for collecting and analysing data.

**DATA COLLECTION METHOD**

The questionnaire was used to collect the data from the (primary sources) selected respondents.

**DATA COLLECTION**

There are two types of data.

1. Primary Data
2. Secondary Data

**PRIMARY DATA**

The Primary data were collected directly from 50 respondents for through questionnaire.

**SECONDARY DATA**

The Secondary data were data collected from newspapers, journals, magazines, website, etc...

## TOOLS FOR ANALYSIS

The data collected were analysed by using simple percentage. It establishes the relationship between level of satisfaction and factor influencing in Jio Network.

## PERCENTAGE ANALYSIS

Percentage analysis refers to a special kind of ratio percentage are used in making comparison between two or more series of data.

$$\text{Percentage Analysis} = \frac{\text{Number of Respondents}}{\text{Total number of Respondents}} \times 100$$

## LIMITATION OF THE STUDY

The limitation of the study are

1. The study is confined to Erode city only.
2. The result of analysis in the study depends fully on the Accuracy and Reliability of information given by the respondents.
3. The sample size was limited to 50 respondents.
4. The period for the survey is limited to a period of 4 months.
5. The findings are based on the satisfaction expressed by the respondents.

## FINDINGS

- The maximum (40%) of the respondents belong to the age group between 20-30 years.
- The majority (66%) of the respondents are Female.
- The majority (70%) of the respondents are married.
- The maximum (40%) of the respondents were under graduate.
- The maximum (50%) of the respondents are doing business.
- The maximum (46%) of the respondents are earning family income Rs.1,00,001-Rs.2,00,000.
- The maximum (50%) of the respondents are residing in rural area.
- The maximum (50%) of the respondents preferred Internet speed service provider.
- The majority (54%) of the respondents problem is High recharge price.
- The maximum (40%) of the respondents overall performance is Good.

## SUGGESTIONS

The following are the suggestions made based on the findings of the study.

- Various offers and discount may attract more customers.
- Mobile network should try to make availability of proper tower facility in all the areas.
- All the mobile networks should try to give more attractive advertisements which may influence the customers.
- Spread out the awareness about mobile network in rural areas.
- Subscribers should inform about the availability of service and the method of using mobile network.
- Enhance customer support while many users are satisfied with customer care services, continuous training and support can further improve user experience.

**CONCLUSION**

In today's world the consumers' taste and preference constantly change. So, the mobile networks should try to provide the products with more facilities given by them and quality etc., of the product released by it in the market. Mobile network have to be innovative one and understand the consumer's needs and wants. The present research focuses on the study of consumer's preferences with the special reference to the mobile network users in erode district. The result revealed that, Jio are the most preferred mobile network.

**REFERENCE:**

1. **Gupta S.P.**, "Statistical Method", Sulthan son & sons, New Delhi, 2002
2. **Kothari C.R.**, "Research Methodology / Methods & Techniques", Wiley Eastern Ltd, New Delhi, 2000
3. **Philip Kotler.**, "Marketing Management" 10<sup>th</sup> Edition, Prenties Halls of India Pvt Ltd, New Delhi 2000.

**WEBSITES:**

1. <http://www.jio.com>
2. <http://www.slideshare.net>
3. <http://www.wikepedia.org>