



A STUDY ON CONSUMER PERCEPTION TOWARDS RELIANCE JIO NETWORK IN MADURAI CITY

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ABSTRACT:

Customer is the king-pin in the market. It is the customer who determines the growth, prosperity and even existence of the enterprise. The use of Jio sim has increased. Jio sim is arguably one of the most important things to happen to the telecom industry in the last five odd years. The majority of customers are satisfied with Jio sim. But the Reliance Company should target at the rest of the customers those who are not satisfied. While comparing with the other mobile sim's Jio sim has number of advantages like low cost, minimum call rate, high speed etc., Thus at the end of the study the strong areas and weak areas was identified from the customers perspective. The sim availability and low cost being the strong areas and low speed being the weak areas. Both primary data and secondary data have been used for conducting the study. Primary data is collected through questionnaire from a sample of 150 respondents were using Jio sim as primary data. Secondary data has been collected from websites and Journals. Percentage analysis, ranking method was used for analyzing the data. Bar diagrams and tables were used for the customer representing data.

KEYWORDS:

JIO, CONSUMER PERCEPTION, SERVICE QUALITY, PRICING, CONSUMER SATISFACTION.

1.1 INTRODUCTION

Jio soft launched on 27 December 2015 with a beta for partners and employees and became publicly available on 5 September 2016. It is the largest mobile network operator in India and the third largest mobile network operator in the world with over 41.08 crore subscribers. In September 2019, Jio launched a fiber to the home services, offering home broadband, television and telephone services. Since April 2020, Reliance Industries has raised ₹152,056 crore by selling 32.97% equity stake in Jio platforms. The study for providing customer perception is the most crucial step of the company with internal access on the move such as wide network coverage and technology advanced stuff required by almost everybody in today's environment. Reliance Jio is working according to Indian market it gives best quality services at much less prices. Jio will transform the digital future of India with its pillars. Jio is committed to provide coverage across urban and major rural areas. Jio is aiming to lower 90% of India's population in the next 18-24 months. In February 2017, Jio announced a partnership with Samsung to work on LTE-advanced pro and 5G. Reliance Jio also partnered with several OSS (operations support system) & BSS (Business support system) companies for the deployment of services. Reliance Jio Infocomm limited is a subsidiary of Reliance Industries limited has built a world-class all IP data strong future

proof network with the latest 4G LTE technology.

1.2 STATEMENT OF THE PROBLEM

This study aims to investigate consumer perception towards reliance Jio services specifically examining how customer perceive the network quality, data plans, customer service and value proposition offered by Jio with the primary objective of identifying areas where Jio can further enhance its customer experience and maintain its dominant position in the Indian telecommunication market, particularly considering the recent entry of 5G technology and competition from other service provider.

1.3 OBJECTIVE OF THE STUDY

- This project is designed mainly to identify and evaluate the customers' response towards network services provided by Reliance Jio.
- A study on consumer perception towards Reliance Jio networks.
- To understand customer's perception towards the front office services provided by Reliance Jio.
- To study on perception towards the network and services.

1.4 METHODOLOGY

This study will employ a quantitative approach using a structured questionnaire to collect data from a representative sample of Jio users, analyzing their perceptions through statistical methods.

1.4.1 RESEARCH DESIGN

Type of research: Descriptive.

1.4.2 SAMPLING METHOD: Convenience sampling

1.4.3 DATA COLLECTION

PRIMARY AND SECONDARY DATA

Primary data was collected through survey using Google forms (Questionnaire).

Secondary data for the study was collected from books, magazines, journals, websites etc.

1.4.3SAMPLE SIZE: 150 Respondents

1.4.4 STUDY OF THE AREA

A study on consumer perception towards reliance Jio could focus on area like network coverage, pricing plans, data speed, customer services, value added services, brand image, comparison with competitors, user experience across different location (urban vs rural) and the impact of promotional strategies on consumer perception.

1.4.5 TOOLS USED FOR ANALYSIS: Percentage analysis, bar chart and pie charts.

1.5 DATA ANALYSIS

TABLE 1

GENDER OF THE RESPONDENTS

S.No	Particulars	No. of Respondents	Percentage
1	Male	69	46.00
2	Female	81	54.00
Total		150	100.00

Source: Primary Data

From the above table 1 show that the number of female respondents are 54% and male respondents are 46%. It is interpreted that the majority of the respondents are females.

CHART 1

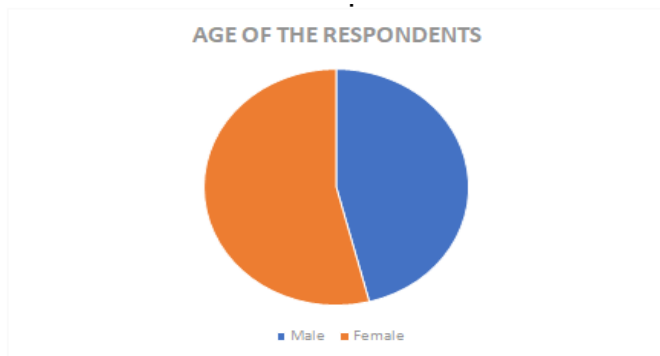


TABLE 2

EDUCATION OF THE RESPONDENTS

S.No	Particulars	No. of Respondents	Percentage
1	Less than 10 th	6	4%
2	12 th	33	22%
3	Graduate	87	58%
4	Post Graduate	24	16%
Total		150	100

Source: Primary Data

The above table 2 shows that the number of respondents below 10th is 4%, 12th is 22%, graduate is 58% and post graduate is 16%. It is interpreted that majority 58% of the respondents are graduate.

CHART 2

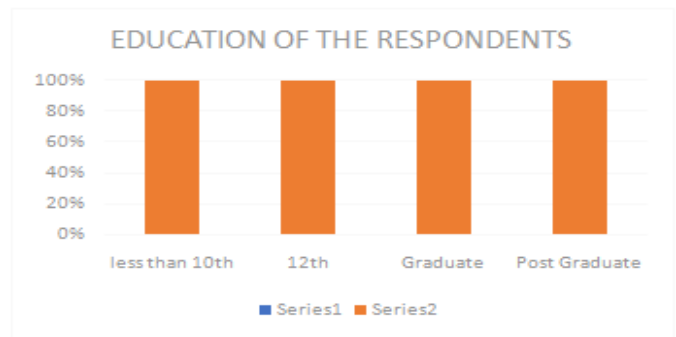


TABLE 3

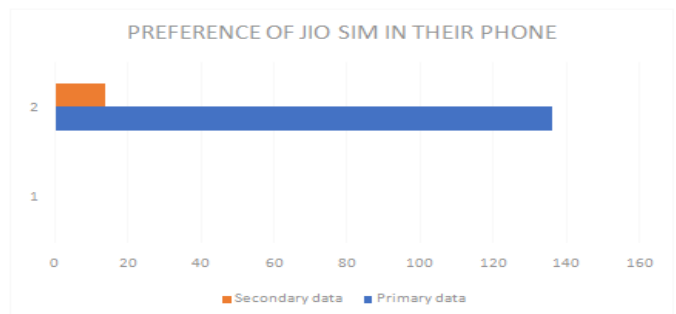
PREFERENCE OF JIO SIM IN THEIR PHONE

S.No	Particulars	No. of Respondents	Percentage
1	Primary sim	136	90.66%
2	Secondary sim	14	9.33%

Source: Primary Data

The above table 3 reveals that 90.66% of the respondents were using as primary sim, 9.33% of the respondents were using secondary sim. It is interpreted that majority 90.66% of respondents were using as primary sim.

CHART 3



1.6 FINDINGS

- The number of female respondents are 54% and male respondents are 46%. It is interpreted that the majority of the respondents are females.
- The number of respondents below 10th is 4%, 12th is 22%, graduate is 58% and post graduate is 16%. It is interpreted that majority 58% of the respondents are graduate.
- The 90.66% of the respondents were using as primary sim, 9.33% of the respondents were using secondary sim. It is interpreted that majority 90.66% of respondents were using as primary sim.

1.7 SUGGESTION

- Focus on improving customer service and support to address existing gaps, which can lead to higher customer satisfaction and retention.
- Continue to invest in research and development for new services and technologies that can differentiate Jio from competitors.
- Carefully evaluate pricing strategies to minimize negative impacts from price increases, potentially offering tiered plans that maintain affordability while catering to various consumer segments.
- Invest in infrastructure upgrades to enhance network reliability during peak times, ensuring a consistent user experience.
- Develop targeted promotional strategies that resonate more with consumer needs and preferences, leveraging insights from customer feedback to enhance engagement.

1.8 CONCLUSION

This research study on Customer satisfaction towards Reliance Jio sim with special reference to Madurai is found

that there is significant relationship between age and awareness level. In today's competitive business, customers are considered as the backbone of the company. Customer service like any aspect of business is a practised are that takes time and effort to master. Treating the customer like friends is the best way to attract them and make them always come back. The level of satisfaction can also vary depending on other options and customers. Customer satisfaction research will have to help business build stronger relationships.

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