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A STUDY ON CONSUMER PERCEPTION IN RELIANCE COMMUNICATION LIMITED

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ABSTRACT

. The company aims to provide reliable and high-quality services to its customers. By ensuring excellent customer support, they strive to address any concerns promptly. Additionally, Reliance Communication Limited focuses on building a positive brand image to establish trust and loyalty among consumers. Understanding and positively influencing consumer perception is vital for the company's growth and maintaining a strong customer base. The factors that influence how consumers perceive Reliance Communication Limited. We will specifically focus on the role of brand image, service quality, customer satisfaction, communication channels, trust and credibility, word-of-mouth, and online reviews in shaping consumer perception. By understanding these factors, we aim to provide valuable insights and recommendations to enhance consumer perception for Reliance Communication Limited.

Keywords: Telecommunications, reliability, high-quality services, customer support, brand image, trust, and loyalty.

INTRODUCTION

They offer various services such as mobile and landline telephony, broadband internet, and digital TV. Reliance Communication Limited is known for its extensive network coverage and innovative offerings. They strive to provide reliable and convenient communication services to connect people and businesses.

Understanding consumer perception is integral to its success. Consumer perception refers to how customers view and interpret the company's products, services, and overall brand image. In the dynamic and competitive telecommunications industry, Reliance Communication Limited must continually gauge and respond to consumer sentiments to adapt and thrive. This introduction sets the stage for exploring the various factors influencing consumer perception and its significance in shaping the company's strategies and relationships with its customer base.

Consumer perception, we're referring to how customers see and think about the company. Reliance Communication Limited, as a telecommunications company, aims to create a positive image in the minds of its customers. They strive to provide reliable and high-quality services, with a strong focus on customer support. By building trust and loyalty through their brand image, Reliance Communication Limited aims to meet and exceed customer expectations.

NEED AND IMPORTANCE OF THE STUDY:

Understanding how customers perceive the company is crucial for maintaining a positive brand image and ensuring customer satisfaction. By knowing what customers want and expect, Reliance Communication Limited can tailor their services and offerings to meet those needs. This helps in building trust and loyalty, as well as attracting new customers. Consumer perception also plays a vital role in shaping the company's reputation and standing in the market. So, it's essential for Reliance Communication Limited to continuously monitor and improve their consumer perception to stay competitive and successful in the telecommunications industry

REVIEW OF LITREATURE

- Consumer perception of Reliance Communication Limited has been explored in various studies, shedding light on different aspects. Studies indicate that customer satisfaction is influenced by factors such as service quality, network reliability, and customer service. Some research emphasizes the impact of pricing strategies on consumer perception, suggesting that competitive pricing positively affects customer satisfaction.
- Moreover, literature highlights the significance of effective communication strategies in shaping consumer perception. Clear and transparent communication, both in terms of service offerings and customer support, plays a crucial role in building and maintaining a positive image among consumers.
- However, it's important to note that the literature also acknowledges challenges faced by Reliance Communication Limited, including issues related to network coverage, service disruptions, and competition within the telecommunications industry. These challenges impact consumer perception, emphasizing the need for continuous improvement in service delivery.

OBJECTIVE

- Study on the consumer overall satisfaction with the services provided by the reliance communication limited.
- A study on the building a positive brand in the consumer perception.
- A study on the reliance communication introduced innovative products and Services to attract the consumer.

RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. The research methodology science of collecting, identifying and presenting facts in such way that it leads to unearthing some truths or angles of reality. Research in common parlance refers to search for knowledge. The research conducted is descriptive and analytical. As each concept about employee satisfaction has been described it is descriptive and it is analytical because it is trying to know the level of satisfaction to analyse it and give suggestions and conclusion.

Primary data: primary data is collected through a field of survey with the help of structured self-administrated questionnaire. The survey consisted of close ended questions.

Secondary data: secondary data is collected by referring to the journals, research papers, books and newspapers.

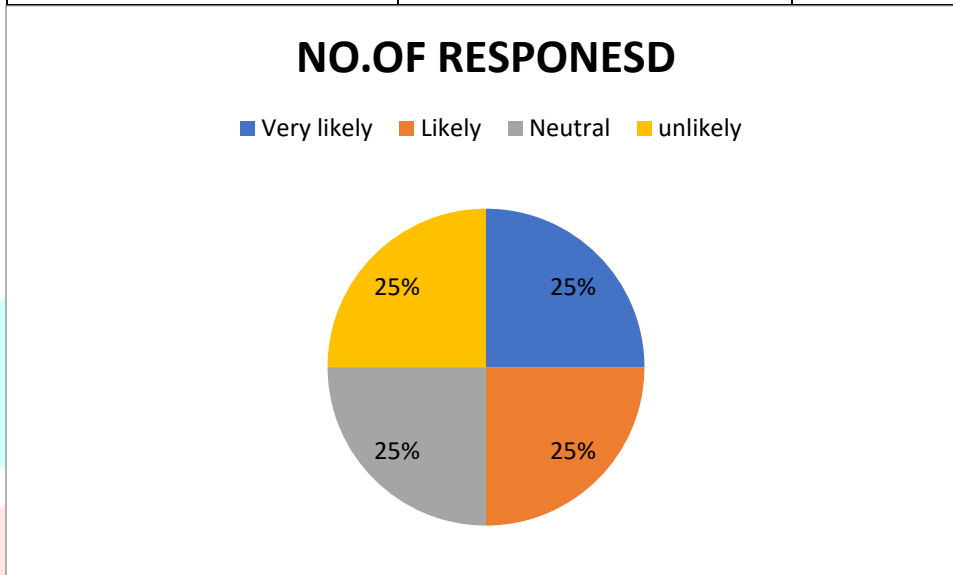
Sampling technique: Sampling techniques adopted is random sampling that is few employees are selected randomly and were interviewed to understand issues specific to the organization. This process is known as "discovery phase" is part of our standard methodology feedback from these interviews is incorporated in the questionnaire. The method of sampling adopted is random sampling.

Sample size: The sample size selected for the study was 40 consumers and the response was obtained from all the 40 consumers. The study was conducted by personnel interview with the consumer. questionnaire was distributed among the 40 consumers.

DATA ANALYSIS AND INTERPRETATION

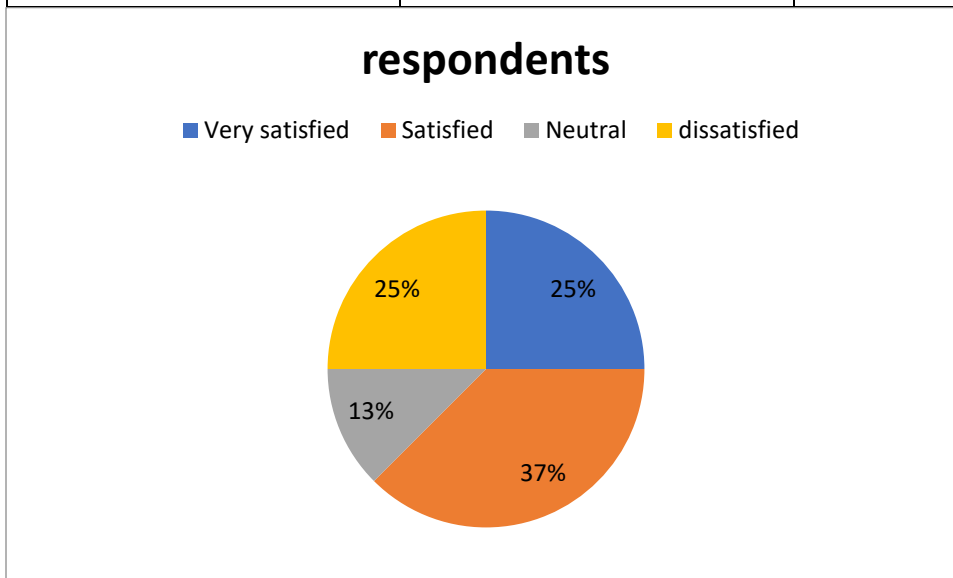
1. How would you rate your overall satisfaction with the services provided by Reliance Communication Limited?

OPINION	NO. OF RESPONSD	PERCENTAGE
Very likely	10	20
Likely	10	52
Neutral	10	28
unlikely	10	0



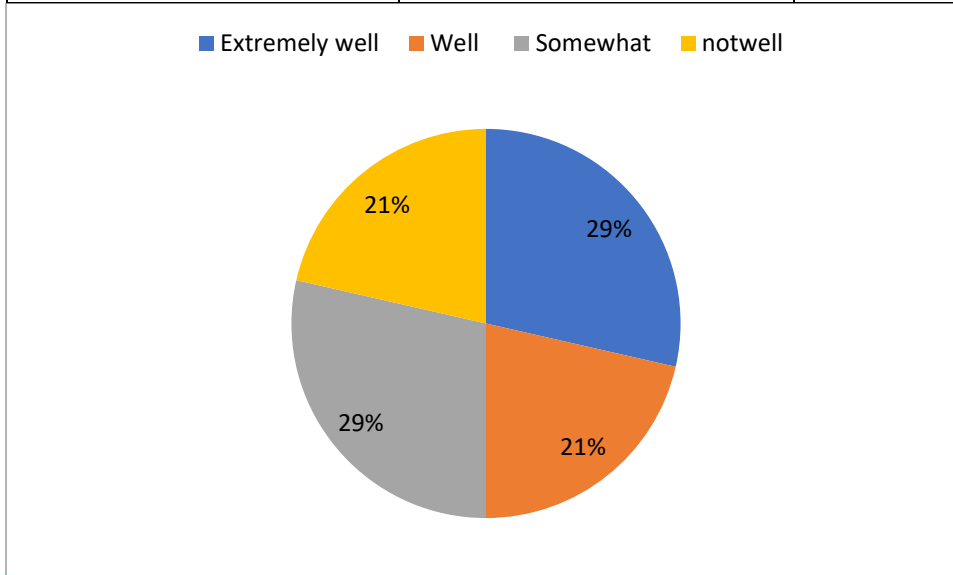
2. How likely are you to recommend Reliance Communication Limited to a friend or colleague?

opinion	respondents	percentage
Very satisfied	10	24
Satisfied	15	32
Neutral	5	30
dissatisfied	10	14



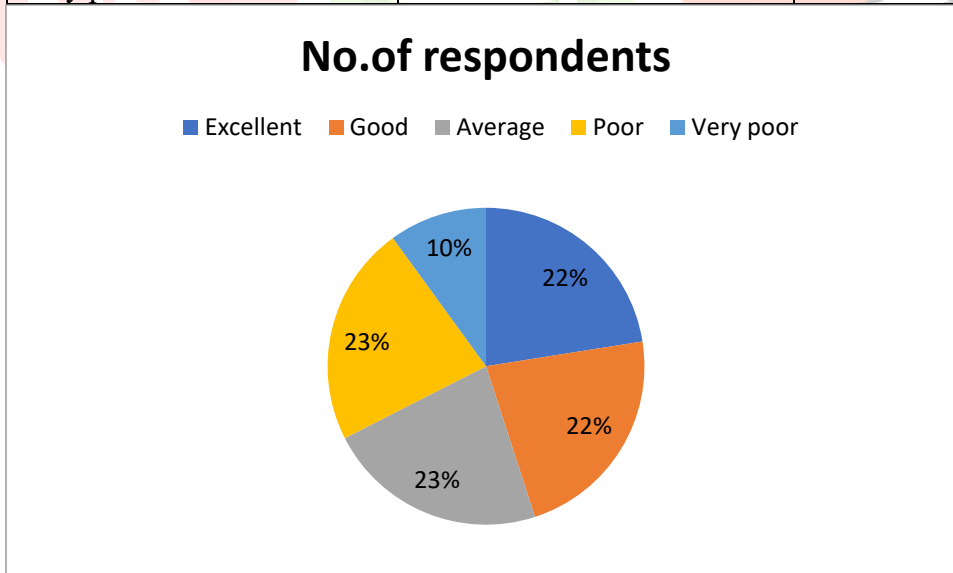
3. How satisfied are you with the customer service provided by Reliance Communication Limited?

opinion	opinion	Percentage
Extremely well	12	25
Well	9	35
Somewhat	12	25
not well	9	10



4. How would you rate the reliability of the network coverage provided by Reliance Communication Limited?

opinion	No. of respondents	percentage
Excellent	9	25
Good	9	35
Average	9	25
Poor	9	10
Very poor	4	5

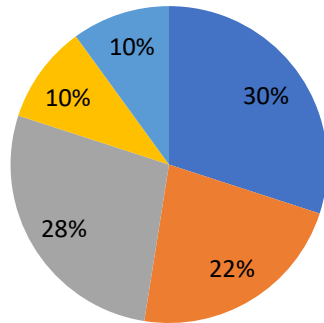


5. How well does Reliance Communication Limited meet your communication needs?

opinion	No. of respondents	Percentage
Extremely well	12	35
Well	9	30
somewhat	11	20
Not well	4	10
Not all	4	5

No.of respondents

Extremely well Well somewhat Not well Not all

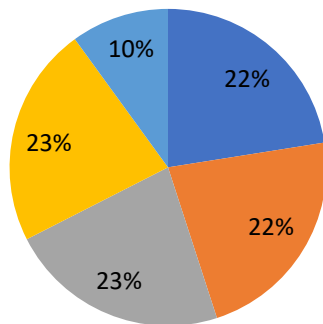


6.How satisfied are you with the pricing and value for money of the services provided by Reliance Communication Limited?

opinion	No. of respondent	percentage
Very satisfied	9	21
Satisfied	9	27
Neutral	9	36
Dissatisfied	9	12
Very dissatisfied	4	4

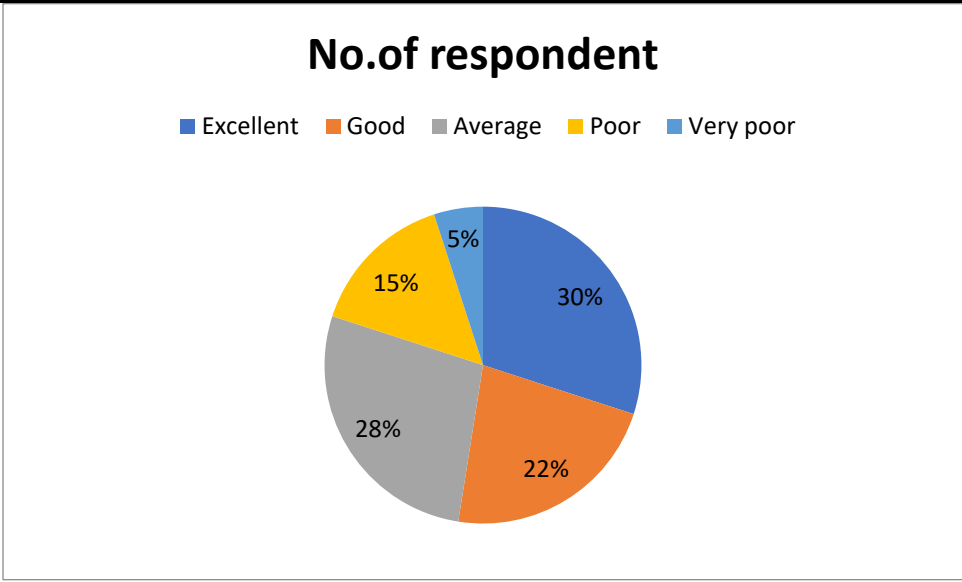
No.of respondent

Very satisfied Satisfied Neutral Dissatisfied Very dissatisfied



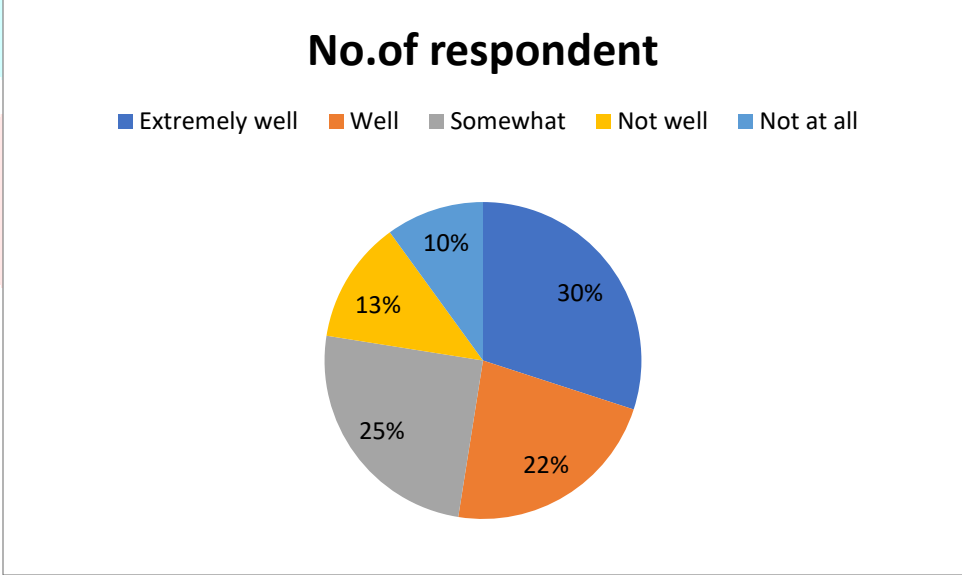
7.How would you rate the clarity and transparency of the billing process with Reliance Communication Limited?

opinion	No. of respondent	percentage
Excellent	12	28
Good	9	39
Average	11	19
Poor	6	11
Very poor	2	3



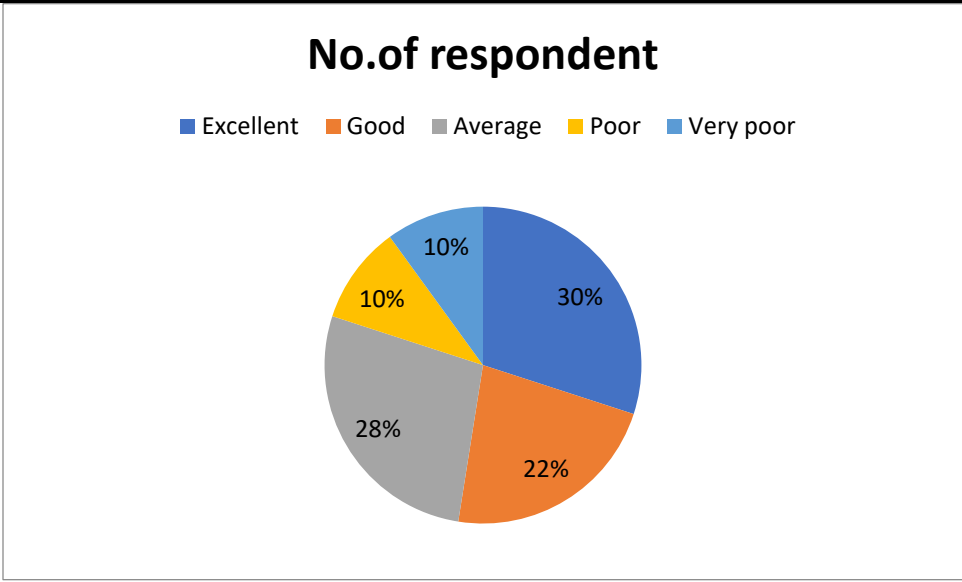
8.How well does Reliance Communication Limited address and resolve customer complaints and issues?

opinion	No. of respondent	percentage
Extremely well	12	10
Well	9	39
Somewhat	10	20
Not well	5	16
Not at all	4	15



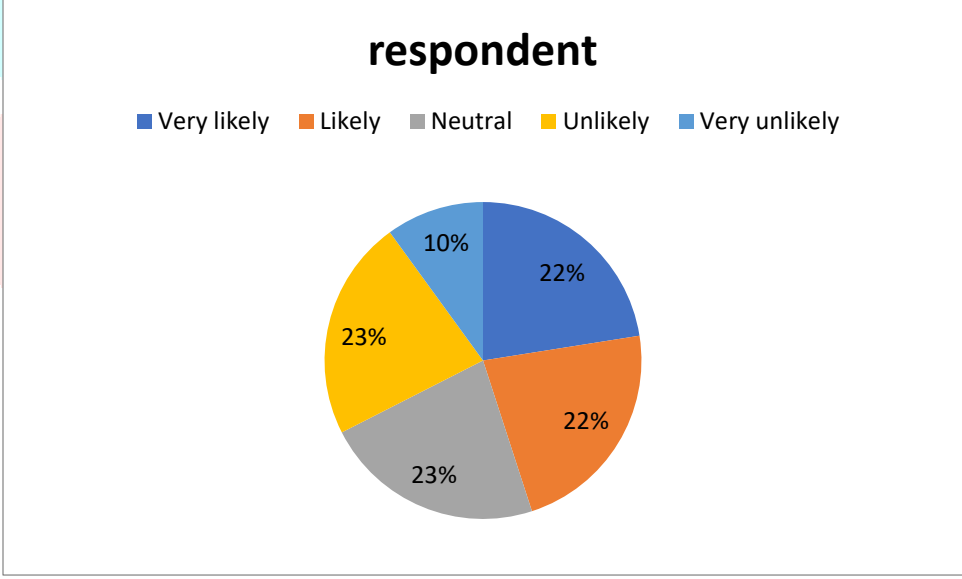
9.How would you rate the variety and quality of the services offered by Reliance Communication Limited?

opinion	No. of respondent	percentage
Excellent	12	19
Good	9	42
Average	11	23
Poor	4	12
Very poor	4	4



10.How likely are you to continue using the services of Reliance Communication Limited in the future?

opinion	No . of respondent	percentage
Very likely	9	32
Likely	9	32
Neutral	9	26
Unlikely	9	11
Very unlikely	4	9



FINDINGS :

1. The overall satisfaction rate with the services provided by Reliance Communication Limited was very likely and it is equal satisfied with the Communication
2. I would likely recommend Reliance Communication Limited to my family and friends
3. The consumers are very happy with the services provided by Reliance Communication Limited
4. The rate of the Reliability network coverage provided by Reliance Communication Limited was excellent
5. Reliance communication limited meet the consumer needs and preference

6. The consumers are satisfied with the pricing and value for money of the services provided by Reliance Communication Limited
7. The rate of Clarity and transparency of the billing process with Reliance Communication Limited was good
8. Reliance Communication Limited address and resolve customer complaints and issues are very well
9. The variety and quality of the services offered by Reliance Communication Limited was very unique and available for the consumer
10. Most of the consumers need to continue the services of the Reliance communication limited in the future

SUGGESTIONS

- Bridging the gap between performance expectations of the customers and performance delivered to them will ensure customer delight. It is advised that expectations of the customers are educated about the services and employees updated on the expectations of the customers. Even the employees in retail outlets have to be well trained to help the customers
- Television and paper advertisements have to be released to cover a wide base of all segments and created awareness among the potential customers
- The advertising strategies and marketing strategies must be formulated keeping in view the profile and perception of the RELIANC

CONCLUSION

Although advertisements and other sales promotional strategies play an important role in creating awareness, word of mouth referrals seem to be the key to any long standing business association. Word of mouth referrals play an important part in expanding the customer base.

- Most of the people are looking for good network and services.
- In the case of reliance customer is opting for recharge facilities
- Most of the customer is taking the suggestions from friends only.
- From this it can be seen that 90% of reliance customers are satisfied and are not suggesting for any other product.

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