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A STUDY ON CUSTOMERS' PREFERENCE TOWARDS RELIANCE JIO SIM WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract:

Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Marketing is the process of getting people interested in your company's product or service. All facets of a firm, such as sales, advertising, distribution strategies, and product creation, are included in marketing.

The word "consumer preference" describes decisions made by customers to increase their level of satisfaction. Although consumers can choose what they wish to buy, they do not always have complete control over the

kind of items they purchase. The theory of consumer preference has been around for many years. It has been applied to elucidate customer behavior. Customer preferences can be used in a wide range of contexts, including product design, marketing, and advertising.

Keywords: Marketing, Customer preference, Customer Satisfaction

INTRODUCTION

The telecommunications industry in India continued to be one of the most dynamic after the country's economy became global in 1991. The

telecoms industry has seen tremendous and quick developments in the last few years. More local and international businesses have entered the cellular service sector in recent years, providing a wide range of services to consumers.

The Jio Company is a telecommunications and network company that only operates under the brand name "Jio". Reliance Jio Infocom Limited is its full name. The nation's LTE (Long-term Evolution) network is managed by Jio Limited, a division of Jio Platforms. The company's main office is in Navi Mumbai, Maharashtra, India. With its 4G LTE network, this organization serves all 22 of India's telecom circles. Despite the fact that Jio Limited currently only offers 4G and 4G+ network services in India, the company is planning to provide 5G and 6G networks there through its research and development division.

In advance of the last testing phase, the company launched its internal 4G data and calling network and communications services on December 27, 2015. After three quarters of internal testing, Jio Limited officially launched 4G services in the commercial market on September 5, 2016. Reliance Jio gave free data and calling services to all of its customers after the network and telecom services went on sale.

OBJECTIVE OF THE STUDY

- To study on customer preference towards Reliance jio sim in Coimbatore City
- To study the problems faced by the customers while using jio network.

RESEARCH METHODOLOGY

The scientific technique to conducting research and re solving research issues is known

as research methodology. It includes gathering information using a variety of techniques, analyzing that information, and making decisions in accordance with the research's conclusions.

RESEARCH DESIGN

The research design used for the study is Descriptive research design, Where the researcher is primarily interested in describing the topic that is the subject of the research. It applied to case study surveys.

PRIMARY DATA

The Primary data for the study collected from users through structured questionnaire.

SECONDARY DATA

Secondary data for the study have been collected from Books, Journals and Articles.

SAMPLE SIZE

Sample size used for the study is 100. Using Google forms to collect the responses around Coimbatore city.

SAMPLING TECHNIQUES

This study adopted descriptive research, convenience sampling and simple random sampling.

TOOLS USED FOR THE STUDY

- Percentage Analysis

LIMITATIONS OF THE STUDY

- The study was confined to the customers in Coimbatore city.
- The sample size was restricted to 100 respondents.

PERCENTAGE ANALYSIS

**TABLE 4.1.1
GENDER**

| GENDER | NO.OF RESPONDENTS | PERCENTAGE |
|---------------|--------------------------|-------------------|
| Male | 47 | 47% |
| Female | 53 | 53% |
| TOTAL | 100 | 100 |

Source:Primary Data

It is clear from the above table that, 47% of the respondents are female and 53% of the respondents are male.

(53%) of the respondents are female.

Source:Primary Data

The above table shows that 50% of the respondents are between the age group of 18 years-25 years,27% of the respondents are between the age group of 26 years-35 years,14% of the respondents are between the age group of 36years-45years,9% of the respondents are between the age group of Above 45 years.

(50%) of the respondents are between the group of 18 years-25 years.

EXHIBIT 4.1.a

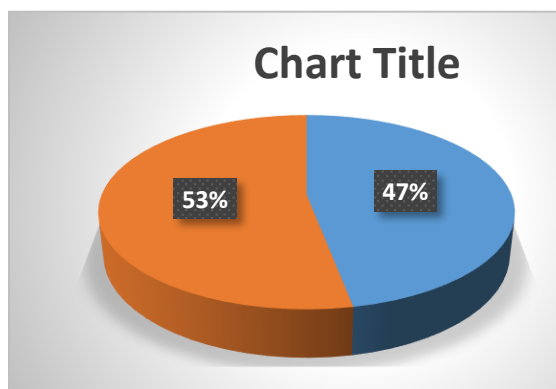
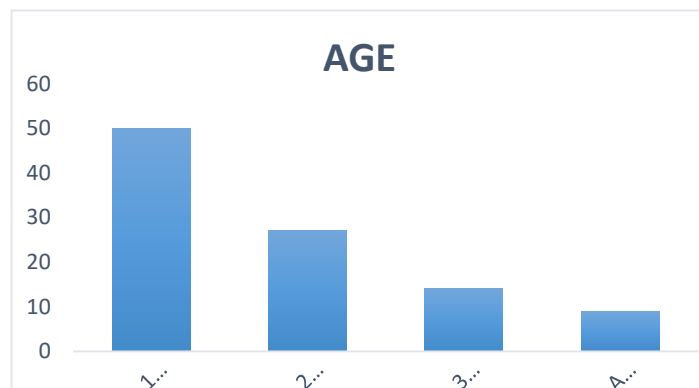


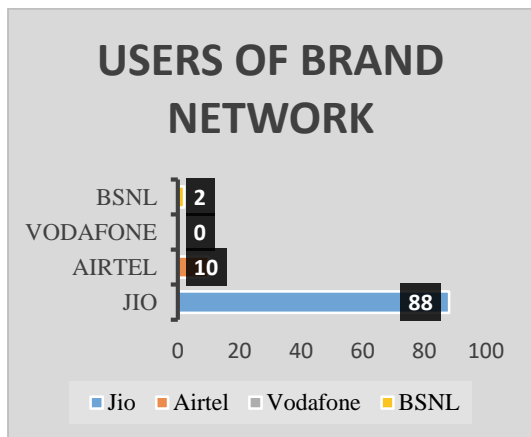
EXHIBIT 4.1.b



**TABLE 4.1.2
AGE**

1.4.3

USERS OF BRAND NETWORK



Source: Primary data

The above table shows that majority 88% of respondents are using Jio network, 10% of respondents using Airtel network, 2% of respondents are using BSNL network.

(88%) of respondents are using Jio network.

EXIHIBIT 4.1.c

| USERS OF BRAND NETWORK | NO.OF RESPONDENTS | PERCENT AGE |
|------------------------|-------------------|-------------|
| Jio | 88 | 88% |
| Airtel | 10 | 10% |
| Vodafone | 0 | 0% |
| BSNL | 2 | 2% |
| TOTAL | 100 | 100 |

1.4.4

PREFERED TELECOM OPERATOR

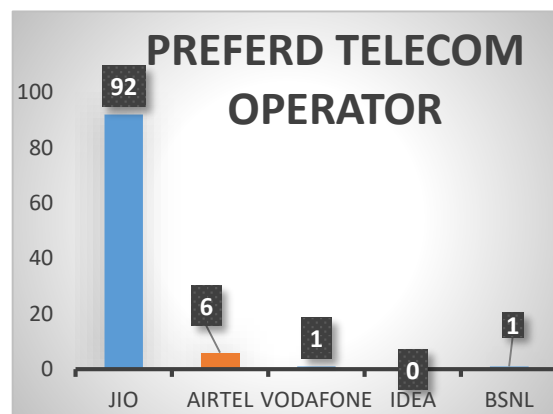
| TELECOM OPERATOR PREFERENCE | NO.OF RESPONDENTS | PERCENTAGE |
|-----------------------------|-------------------|------------|
| Jio | 92 | 92% |
| Airtel | 6 | 6% |
| Vodafone | 1 | 1% |
| Idea | 0 | 0 |
| BSNL | 1 | 1% |
| TOTAL | 100 | 100 |

Source: Primary data

The above table shows that majority 92% of the respondents are prefer jio network operator, 6% of the respondents are prefer Airtel operator, 1% of the respondents prefer Vodafone, 1% of the respondents are prefer BSNL.

(92%) of the respondents are prefer Jio Network Operator.

EXHIBIT 1.4.d



EXIHIBIT 1.4.e

1.4.5

PREFERENCE OF JIO NETWORK

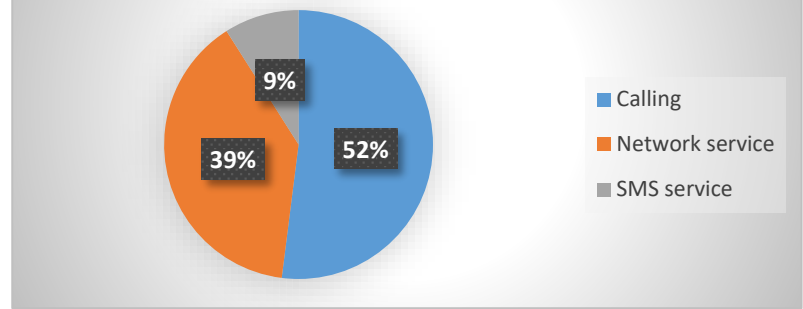
| PREFERENCE OF JIO NETWORK | NO.OF RESPONDENTS | PERCENTAGE |
|---------------------------|-------------------|------------|
| Calling | 52 | 52% |
| Network service | 39 | 39% |
| SMS service | 9 | 9% |
| TOTAL | 100 | 100 |

Source: Primary data

The above table states that Majority 52% of the respondents are preferred for calling, 39% of the respondents are preferred for network service and 9% of the respondents are preferred for SMS service.

(52%) of the respondents are prefer Jio network for calling.

PREFERENCE OF JIO NETWORK



1.4.6

PROBLEM FACED BY THE RESPONDENTS

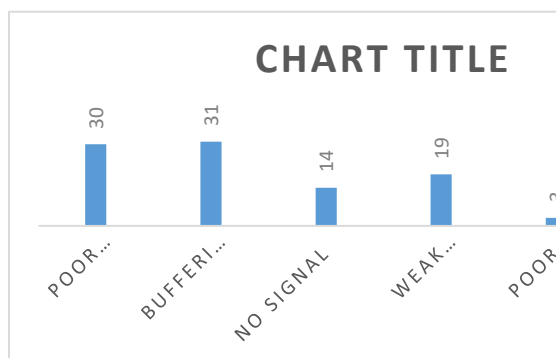
| PROBLEM FACED BY THE RESPONDENTS | NO.OF RESPONDENTS | PERCENTAGE |
|--|-------------------|------------|
| Poor data connection | 30 | 30% |
| Buffering | 31 | 3% |
| No signal | 14 | 14% |
| Weak signal | 19 | 19% |
| Poor Recharging facility | 3 | 3% |
| Slow network to recharge after plan finished | 3 | 3% |
| TOTAL | 100 | 100 |

Source: Primary data

The above table shows that 31% of the respondents faced Buffering problem, 30% of the respondents are faced poor data connection, 14% of the respondents are faced No signal, 19% of the respondents are faced Weak signal problem, 3% of the respondents are faced Poor recharging facility and 3% of the respondents are faced Slow network to recharge after plan finished.

31% of the respondents are faced buffering problem.

EXHIBIT 1.4.f



drawback for the company they can provide more network facilities in urban and rural areas.

FINDINGS:

- (53%) of the respondents are female.
- (50%) of the respondents are between the age group of 18 years-25 years.
- (88%) of the respondents are using Jio network.
- (92%) of the respondents are prefer Jio Telecom operator.
- (53%) of the respondents are prefer Jio network for calling
- 31% of the respondents are faced buffering problem.

REFERENCE

1. <https://en.wikipedia.org/wiki/Jio>
2. <https://www.javatpoint.com/jio-company>

CONCLUSION

Reliance Jio has become a very successful brand in India . providing customer satisfaction their main objective. Reliance jio is capturing the wide area of Indian market day by day. Reliance jio is most preferred network in India. In future the company will be booming in the telecom industries. It conclude that the Respondents are mostly preferred and satisfied with the service provided by the company. The network problems faced by the customers is biggest