



A Study on Consumer Perception towards Jio Network

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ABSTRACT:

This research investigates consumer perception towards the Jio network, which has transformed the Indian telecommunications landscape since its 2016 launch. Offering affordable data and free voice calls, Jio's market entry spurred a paradigm shift in consumer expectations and usage. The study assesses factors influencing consumer attitudes, including service quality, pricing, network coverage, and brand image, while examining how these elements impact customer satisfaction and loyalty. By comparing Jio with other telecom providers, the study provides insights into Jio's competitive advantages and challenges. Using a sample of 120 respondents and both primary and secondary data, the study's findings underline Jio's strong brand positioning but also highlight areas for improvement in service quality and customer support. This research is valuable for understanding the evolving telecom market and guiding strategic planning for enhanced customer satisfaction and loyalty.

KEY WORDS: Jio, Consumer Perception, Service Quality, Pricing, Customer Satisfaction.

INTRODUCTION:

The Indian telecommunications landscape was transformed with the entry of Reliance Jio in September 2016. By offering free voice calls, low-cost data, and a bundled digital ecosystem, Jio quickly gained millions of subscribers and reshaped consumer expectations, forcing competitors to adapt. Jio's affordable 4G services connected millions of Indians to the internet for the first time, expanding digital access across both urban and rural areas.

This study explores consumer perceptions of the Jio network, focusing on factors like network quality, pricing, and customer support. By examining these perceptions, it provides insights into how Jio's market strategy has influenced consumer behavior and the broader telecom industry.

REVIEW OF LITERATURE

Ayanava De (2016) this study examines the impact of wireless technology, particularly Reliance Jio, on daily life in India. It analyses technological advancements over the past thirty years and Jio's infrastructure, revealing that wireless connectivity has transformed communication and service access. Key findings highlight how Jio's extensive broadband and media offerings empower users to perform tasks like banking and entertainment via mobile devices, emphasizing its role in connecting billions and enhancing the digitized lifestyle in India.

Akroesh et al. (2016) explore the various factors influencing brand preferences, focusing on customer traits, brand imagery, and awareness. They identify key factors such as pricing strategies, packaging aesthetics, and recommendations from trusted sources as critical to brand decision-making. The study suggests that integrating these elements can enhance brand loyalty and customer satisfaction, offering insights for marketers to develop effective brand strategies.

Vijay and Krishnaveni (2017) assess customer satisfaction among portable mobile phone system subscribers, investigating how demographic factors influence satisfaction levels. Their structured questionnaire highlights that age, income, and education significantly affect customer satisfaction, with common sources of dissatisfaction being service quality, pricing, and customer support.

RESEARCH METHODOLOGY

The research methodology is a systematic approach guiding the planning, conducting, and evaluation of research, from formulating questions to presenting findings. The research design focuses on descriptive research, which systematically depicts populations or phenomena without addressing causation. Data is collected through a structured questionnaire targeting 120 users of Jio and other telecom providers for primary data, while secondary data is gathered from online resources and published studies relevant to consumer perceptions in the telecom industry. Convenience sampling is employed for accessibility in subject selection, and the sample size of 120 respondents ensures diverse input. Primary data is gathered directly from

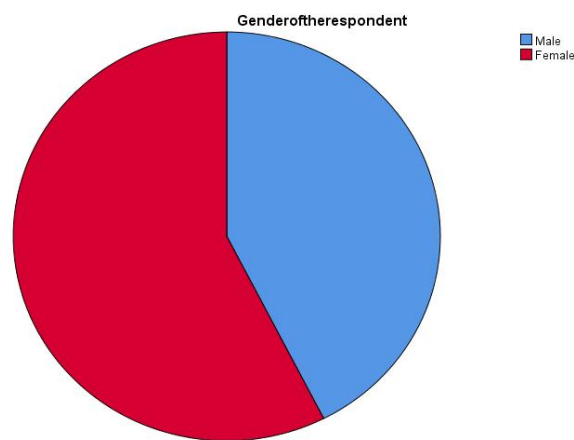
participants for reliability, while secondary data provides valuable insights into brand loyalty and awareness, enhancing the understanding of consumer behaviours.

ANALYSIS

PERCENTAGE ANALYSIS FOR GENDER OF THE RESPONDENT:

Genderoftherespondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	51	42.5	42.5	42.5
	Female	69	57.5	57.5	100.0
	Total	120	100.0	100.0	



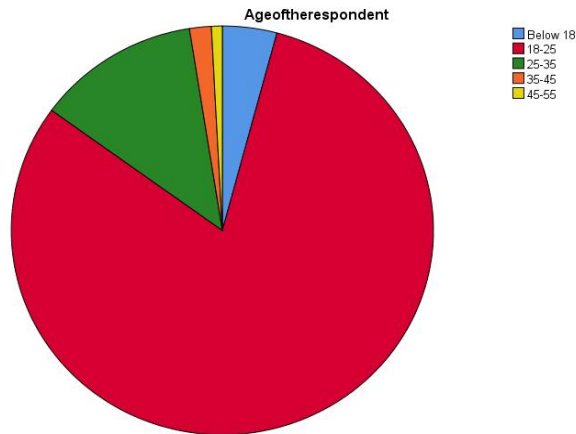
INFERENCE:

From the above table and chart, it is observed that out of 120 respondents are belongs to the age group of male are 42.5% and female are 57.5%.

PERCENTAGE ANALYSIS FOR AGE OF THE RESPONDENT:

Ageoftherespondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 18	5	4.2	4.2	4.2
	18-25	97	80.8	80.8	85.0
	25-35	15	12.5	12.5	97.5
	35-45	2	1.7	1.7	99.2
	45-55	1	.8	.8	100.0
	Total	120	100.0	100.0	



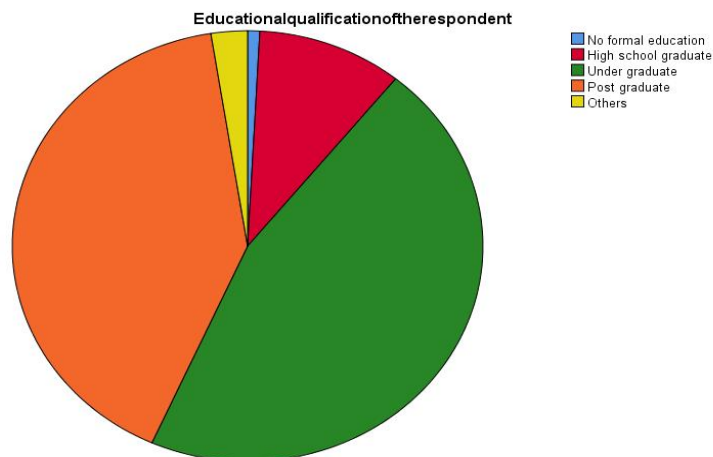
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From the above table and chart it is observed that out of 120 respondents are belongs to the age group of below 18 in 4.2%. The age group of 18-25 are belongs to 80.8%. The age group of 25-35 are belongs to 12.5%.The age group of 35-45 are belongs to 1.7%.The age group of 45-55 are belongs to 8%.

PERCENTAGE ANALYSIS FOR EDUCATIONAL QUALIFICATION OF THE RESPONDENT:

Educational qualification of the respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No formal education	1	.8	.8	.8
	High school graduate	12	10.0	10.0	10.8
	Under graduate	55	45.8	45.8	56.7
	Post graduate	49	40.8	40.8	97.5
	Others	3	2.5	2.5	100.0
	Total	120	100.0	100.0	



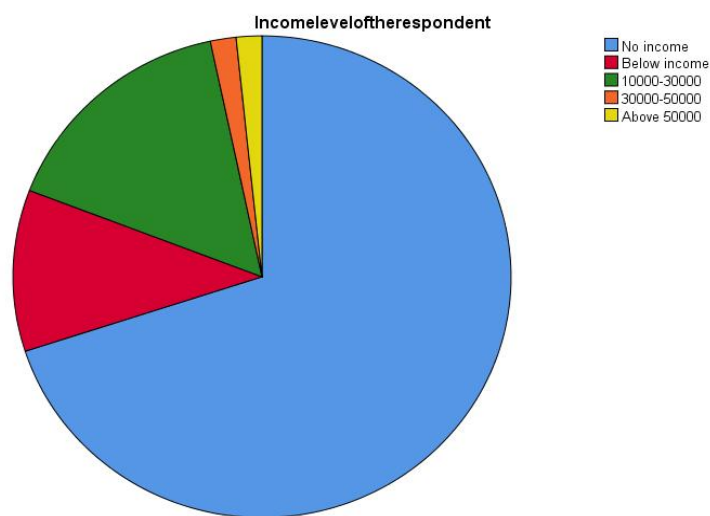
INFERENCE:

From the above table and chart it is observed that out of 120 respondents are belongs to the no formal education is an 0.8%. The high school graduate belongs to 10.0%.The under graduate belongs to 45.8%.The post graduate belongs to 40.8%. The others belongs to 2.5%.

PERCENTAGE ANALYSIS FOR INCOME LEVEL OF THE RESPONDENT:

Income level of the respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No income	84	70.0	70.0	70.0
	Below income	13	10.8	10.8	80.8
	10000-30000	19	15.8	15.8	96.7
	30000-50000	2	1.7	1.7	98.3
	Above 50000	2	1.7	1.7	100.0
	Total	120	100.0	100.0	



INFERENCE:

From the above table and chart, it is observed that out of 120 respondents. The no income belongs to 70.0%. The below income belongs to 10.8%. The 10000-30000 belongs to 15.8%. The 30000-50000 belongs to 1.7%. The above 50000 belongs to 1.7%.

REGRESSION ANALYSIS

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.432	3	4.811	4.622	.004 ^b
	Residual	120.734	116	1.041		
	Total	135.167	119			
a. Dependent Variable: How likely are you to recommend jio to others of the respondent.						
b. Predictors: (Constant), How does jio compare to other providers in terms of pricing of the respondent, how does jio customer service compare to other telecom providers of the respondent, how does jio network quality compare to other telecom providers of the respondent.						

HYPOTHESIS

- NULL Hypothesis (H₀):** The predictors (pricing, customer service, and network quality) do not have a significant effect on the likelihood of recommending Jio to others.
- Alternative Hypothesis (H₁):** At least one of the predictors (pricing, customer service, or network quality) has a significant effect on the likelihood of recommending Jio to others.

INTERPRETATION:

Since the **p-value (Sig.) is 0.004**, which is less than the significance level (typically 0.05), we reject the null hypothesis. This suggests that at least one predictor significantly impacts the likelihood of recommending Jio.

WEIGHTED AVERAGE METHOD

	Mean	Std. Deviation	Rank
Recent increase in data pack prices affected your perception of jio of the respondent	2.32	1.037	2
The network performance of jio during peak usage times of the respondent	2.91	.926	3
How easy to access and recharge jio services of the respondent	3.27	.867	5
How attractive promotions and offers jio compared to other networks of the respondent	2.97	.925	4
How important jio new services and innovations of the respondent	3.17	1.052	1
Valid N (listwise)			

THE INTERPRETATION OF THE MEAN SCORES AND RANKINGS FOR EACH FACTOR RELATED TO RESPONDENTS' PERCEPTION OF JIO:

The perception of Jio among respondents is primarily shaped by its continuous innovations and new services, which rank highest (Mean = 3.17). Sensitivity to recent price increases (Mean = 2.32) comes in second, indicating that affordability significantly affects customer satisfaction. Reliable network performance during peak times is also important (Mean = 2.91), as it influences user experience. While promotions and offers are somewhat valued (Mean = 2.97), they are less critical than innovation and pricing. Lastly, the ease of access and recharge, though appreciated, ranks lowest (Mean = 3.27), suggesting that factors like performance and value are more impactful in shaping overall perceptions.

FINDINGS

- Jio's entry into the market has significantly altered consumer expectations, establishing a strong brand identity based on affordability and accessibility.
- Continuous innovations and new services are viewed as critical factors in shaping positive consumer perceptions, emphasizing the importance of staying ahead in technology and offerings.
- Respondents exhibit sensitivity to price increases, indicating that affordability remains a key driver of customer satisfaction and loyalty.
- Reliable performance during peak usage times is essential; consumers prioritize uninterrupted service, which influences their overall satisfaction.

SUGGESTIONS

- 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.
- Implement regular feedback mechanisms to gauge customer satisfaction and adapt services based on consumer insights, fostering a more responsive approach to customer needs.

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