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## A STUDY ON CONSUMER PERCEPTION TOWARDS PRICE HIKE OF RELIANCE JIO WITH REFERENCE TO COIMBATORE

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### ABSTRACT :

This research examines consumer perceptions about the cost increase brought through Reliance Jio. Jio has transformed the entire Indian telecom industry through its affordable data plans and free calls by attracting more than a substantial number of consumers since its launch. The price readjustment creates doubt among customers about whether they perceive Jio as providing superior value and if these changes could affect their brand loyalty.

This research examines the factors that drive client responses following the Jio price increase and their intention to keep Jio services or change to alternate providers. The study employs first-hand statistics and statistical methods to reveal relationship styles about satisfaction and pricing together with their consequences on consumer commitment. This research investigates if customers see the price increase as a proper method to sustain service quality while assessing its impact on Jio's market competitiveness. The study provides guidance to telecom organizations which helps them build pricing strategies centered on user needs to strengthen brand loyalty.

### 1. INTRODUCTION

The Indian telecom sector underwent massive evolution during the last ten years because of Reliance Jio's influence. Jio entered the market in 2016 with free calling and affordable internet services which led competitors to adjust their prices while transforming user expectations regarding service cost and quality.

Jio adjusted their product pricing model through raising data and phone calling prices when the company developed into its later phase. This shift sparked mixed reactions. The decision by Jio to raise prices has met with different reactions from users because some perceive it as advancing network performance but others view it as against its promotional promise of affordability.

The research evaluates the pricing change effect on customer satisfaction and brand loyalty among consumers of the brand. An evaluation of pricing effects on customer behavior relies on fee amounts and measurements of satisfaction with service provider network quality and insurance along with care provided to customers.

Customers' feedback will help establish how Jio's price changes affect customer sentiments and user retention levels. This information will enable telecom organizations to find the right pricing approach while maintaining high service standards.

### 2. STATEMENT OF THE PROBLEM

Reliance Jio entered the telecom industry through pricing market disruptions which led to immediate expansion of its individual subscriber base. The logo obtains new perception from users after Reliance Jio transitioned to increased pricing from its introductory low-cost approach.

The essential question is if Jio customers recognize the tariff adjustment as an improvement toward superior service delivery or believe it will limit their affordability. The increased fees become a critical issue for Jio customers because they relied on the affordable services and affect both customer satisfaction and retention.

The analysis aims to evaluate user responses to price changes by determining their loyalty toward Jio in light of increased fees together with their alternative service considerations. These adjustments to pricing will affect both the company image and the satisfaction of Jio customers. This analysis evaluates price affordability alongside service delivery and market choices to reveal if Jio maintains sufficient consumer satisfaction in maintaining its market position.

### 3. OBJECTIVES OF THE STUDY

1. To Study the demographic background of respondents
2. This research evaluates the elements that guide customer actions regarding provider retention or transition.

#### 4. RESEARCH METHODOLOGY

Jio customers received a based questionnaire for data collection through primary sources. Percentage analysis serves as the research method to interpret customer feedback while measuring their attitudes. A wide range of participants underwent selection to achieve improved diversity in perspective.

#### 5. REVIEW OF LITERATURE

1. Sharma R, Mehta S (2020) investigated Consumer Behavior in Telecom Sector: A Study on Pricing Strategies to show how price impacts customer loyalty when selecting telecom services.
2. Verma, A. (2021) - The study analyses the impact of telecom price modifications on consumer trust and brand perception.

#### 6. ANALYSIS AND INTERPRETATION OF DATA

##### 6.1 THE AGE WISE DISTRIBUTION OF RESPONDENTS

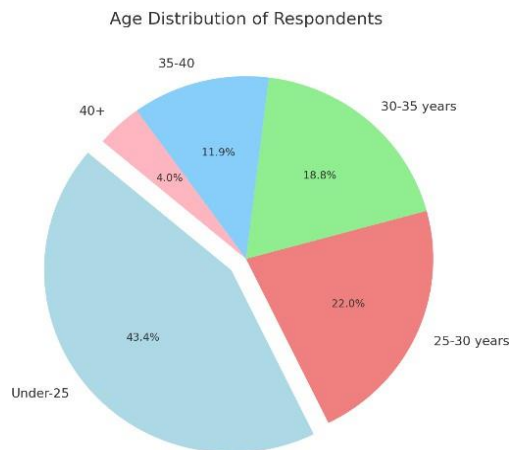
AGE	NO. OF RESPONDENTS	PERCENTAGE
Under-25	67	43.8
25–30 years	34	22.2
30–35 years	29	19
35-40	17	12
40+	6	4
<b>Total</b>	<b>153</b>	<b>100</b>

##### Interpretation:

Information from the above table demonstrates that 43.8% of all respondents belong to the age group of 25 years or younger. Second in size with 22.2% of the population are 25-30 years old institutional members while the most significant population belongs to those younger than 25 years (43.8%).

Chart 6.1

##### THE AGE WISE DISTRIBUTION OF RESPONDENTS



##### 6.2 TABLE SHOWING THE RELATIONSHIP BETWEEN AREA AND CUSTOMER SUPPORT PROVIDED

TABLE 4.3.8

##### Chi-Square Tests

	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	8.80	6	.185
Likelihood Ratio	8.29	6	.218
Linear-by-Linear Association	4.80	1	.028
No. of Valid Cases	153		

**Interpretation:**

The Linear-by using-Linear Association test reveals ( $p = 0.028$ ) that geographical location bring about significant linear relationships with customer service quality. The final Chi-Square effects are not statistically important but the linear pattern proves that CRM results differ by geographical location. The results suggest a need for localized solutions because they would improve customer satisfaction in different locations.

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**7. FINDINGS****PERCENTAGE ANALYSIS:**

- Male respondents make up fifty-seven and a half percent of the research sample.
- Respondents under 25 years make up forty-three percent seven of the total population.
- Salary earnings ranging from 20,000-30,000 account for 35.2% of the total respondents.
- The survey participants mainly originated from semi-urban areas (50.3 percent).

**CHI- SQUARE ANALYSIS:**

- An analysis using the Linear-by means of-Linear Association test ( $p = \text{zero}.028$ ) shows a direct connection between geographical area and customer support quality. A notable linear trend between CRM results and geographical region exists even though the complete Chi-Square results do not reach statistical significance. The research shows region-specific approaches need to be implemented for enhancing customer service qualiti

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**8. CONCLUSION**

Many Reliance Jio users chose to stay with the company yet pricing matters most to their customer satisfaction. For Jio to hold its loyal client base it should develop a pricing model that maintains competitive prices while delivering premium service excellence. Improved customer support along with loyalty benefits act as vital tools for maintaining client loyalty. Future success in the telecom market will require telecom providers to develop pricing models that match their customer expectations.

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**9. BIBLIOGRAPHY:**

1. In "Consumer Behavior in the Telecom Sector: A Study on Pricing Strategies" Sharma, R., & Mehta, S. (2020) published the article in Journal of Marketing Research and Development Vol. 8 issue three.
2. A study by Verma, A. (2021) appears in International Journal of Business and Telecom Studies for volume nine issue one.