

## **AN EMPIRICAL STUDY OF CUSTOMER PERCEPTION TOWARDS RELIANCE JIO SERVICES IN TIRUPUR DISTRICT**

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**Abstract**—The Indian telecommunications industry has undergone a remarkable transformation following the introduction of Reliance Jio, which significantly altered the competitive landscape through affordable pricing, high-speed internet services, and extensive digital connectivity. As customer expectations continue to evolve in an increasingly competitive environment, evaluating customer satisfaction has become essential for sustaining long-term business performance. This study investigates customer satisfaction towards Reliance Jio services in Tirupur District by examining the influence of network quality, internet speed, pricing, customer support, and service reliability on overall customer satisfaction. The research adopts a descriptive research design and utilizes both primary and secondary data sources. Primary data were collected from 100 Reliance Jio users through a structured questionnaire, while secondary information was gathered from books, journals, company reports, and government publications. Percentage analysis and Chi-square analysis were employed to interpret the collected data. The findings reveal that customers generally express a high level of satisfaction with Reliance Jio, particularly regarding affordable recharge plans, internet speed, and network coverage. However, respondents also identified occasional network instability during peak hours and inconsistencies in customer support services as areas requiring improvement. The study concludes that continuous investment in network infrastructure, customer relationship management, and innovative service delivery can further strengthen customer loyalty and competitive advantage. The findings offer useful implications for telecom service providers seeking to enhance customer experience in the rapidly evolving digital communication sector.

**Keywords:** Customer Satisfaction, Reliance Jio, Telecom Services, Service Quality, Customer Loyalty, Tirupur District, Digital Connectivity.

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### **1. Introduction**

The telecommunications industry has emerged as one of the fastest-growing sectors of the Indian economy over the past decade. Rapid digitalization, increased smartphone penetration, government initiatives promoting Digital India, and affordable internet services have fundamentally transformed the communication behaviour of Indian consumers. The telecom sector has become an essential component of economic development by facilitating digital commerce, online education, healthcare services, financial inclusion, and social connectivity.

Among the major telecom operators, Reliance Jio Infocomm Limited has played a transformative role since its commercial launch in 2016. By introducing affordable data plans, free voice services, and nationwide 4G connectivity, Jio disrupted the existing market structure and significantly increased internet accessibility across urban and rural India. The company's strategy of combining digital services with competitive pricing has enabled it to acquire one of the largest subscriber bases in the world.

Customer satisfaction has become a strategic performance indicator in the telecommunications industry because customers possess multiple service alternatives and switching costs remain relatively low. Satisfied customers generally demonstrate higher loyalty, greater willingness to recommend services, and stronger long-term relationships with service providers. Conversely, dissatisfaction arising from poor network quality, call drops, inadequate customer support, or inconsistent service delivery may result in customer attrition and reduced market share.

The emergence of 5G technology, increasing digital dependence, and changing customer expectations further emphasize the importance of evaluating customer satisfaction. Understanding customer perceptions enables telecom companies to identify service gaps, improve operational efficiency, and formulate customer-centric business strategies. Consequently, assessing customer satisfaction has become increasingly important for maintaining sustainable competitive advantage.

This study focuses on evaluating customer satisfaction towards Reliance Jio services in Tirupur District. The research specifically examines customer perceptions regarding network quality, internet speed, recharge affordability, customer service, and overall service performance. The findings are expected to contribute to academic literature while providing managerial insights for enhancing service quality and customer retention strategies.

## **2. Review of Literature**

Customer satisfaction has received considerable attention in marketing and service management research because it directly influences customer retention, loyalty, and organizational performance. Numerous studies have investigated the determinants of customer satisfaction in the telecommunications industry.

**Kalpna Devi (2024)** reported that pricing strategy, network reliability, and brand image significantly influence customer satisfaction among telecom subscribers. The comparative analysis between Reliance Jio and Airtel revealed that affordable pricing continues to remain one of Jio's strongest competitive advantages.

**Singh and Sahu (2023)** found that service quality dimensions such as responsiveness, reliability, and value-added services significantly affect customer satisfaction and customer retention. Their research emphasized that continuous technological innovation strengthens customer trust.

**Sharma and Thaiyalnayaki (2022)** concluded that extensive network coverage and affordable tariff plans positively influence customer perception towards Reliance Jio services. Their findings demonstrated that perceived value significantly contributes to customer loyalty.

**Savitha and Ranjansathya Das (2021)** examined customer satisfaction among Jio subscribers and reported that internet speed and affordable pricing were major contributors to customer satisfaction, although improvements were required in network stability.

**Mayilsamy and Ranjitha (2021)** investigated customer satisfaction in Coimbatore District and observed that service quality, pricing, and network availability collectively influenced customer loyalty. Their study recommended strengthening customer relationship management practices.

International research has similarly emphasized the importance of service quality in customer satisfaction. The SERVQUAL framework developed by Parasuraman and colleagues continues to provide the theoretical foundation for evaluating service quality dimensions such as reliability, responsiveness, assurance, empathy, and tangibility. Recent studies have further established that digital service quality, customer engagement, and technological innovation significantly influence customer satisfaction in modern telecommunications markets.

Overall, the existing literature indicates that network performance, affordability, customer service quality, technological innovation, and perceived value remain the primary determinants of customer satisfaction within the telecom sector.

## **3. Research Gap**

Although several studies have examined customer satisfaction in the Indian telecommunications sector, limited research has specifically investigated customer perceptions towards Reliance Jio services in Tirupur District. Furthermore, the rapid expansion of 5G services, changing consumer expectations, and increasing dependence on digital communication require updated empirical evidence. The present study attempts to address this gap by examining multiple dimensions of customer satisfaction using recent primary data collected from Reliance Jio users.

#### **4. Objectives of the Study**

The study was undertaken with the following objectives:

1. To examine the level of customer satisfaction towards Reliance Jio services in Tirupur District.
2. To identify the major factors influencing customer satisfaction.
3. To analyse customer perceptions regarding network quality, internet speed, recharge affordability, and customer support services.
4. To evaluate customers' future intention to continue using Reliance Jio services.
5. To provide suitable recommendations for improving customer satisfaction and customer retention.

#### **5. Research Methodology**

##### **5.1 Research Design**

The present study adopted a **descriptive research design** to evaluate customer satisfaction towards Reliance Jio services in Tirupur District. Descriptive research is appropriate because it enables the researcher to systematically describe customer opinions, perceptions, preferences, and satisfaction levels regarding various dimensions of telecom service quality. The study focuses on understanding existing customer experiences rather than establishing causal relationships.

##### **5.2 Area of the Study**

The study was conducted among Reliance Jio subscribers residing in Tirupur District, Tamil Nadu. Tirupur is one of India's major textile manufacturing hubs with a diverse customer base comprising students, professionals, entrepreneurs, and industrial workers. The district has witnessed rapid adoption of digital communication technologies, making it an appropriate location for examining telecom customer satisfaction.

##### **5.3 Sources of Data**

The information was collected directly from Reliance Jio users through a structured questionnaire designed to capture demographic characteristics, service usage patterns, and customer perceptions regarding different aspects of telecom service quality.

##### **5.4 Sampling Technique**

The study employed convenience sampling for selecting respondents because of accessibility and availability considerations. Although probability sampling offers greater generalizability, convenience sampling is widely adopted in customer satisfaction research where respondents are selected based on willingness to participate.

##### **5.5 Sample Size**

A total of 100 Reliance Jio customers participated in the survey. The sample adequately represents different demographic groups and provides meaningful insights into customer satisfaction levels.

##### **5.6 Research Instrument**

A structured questionnaire consisting of demographic questions, multiple-choice items, and five-point Likert scale statements was used for data collection. The questionnaire measured customer perceptions regarding: Network coverage, Internet speed, Call quality, Recharge affordability, Customer support, Overall service quality, Customer loyalty and Future usage intention.

##### **5.7 Statistical Tools**

The collected data were analysed using descriptive and inferential statistical techniques.

The following statistical tools were employed: Percentage Analysis and Chi-square Test

These techniques facilitated interpretation of customer opinions and examination of significant differences among selected variables.

## **6. Results**

- The majority of respondents (55%) belonged to the 18–25 years age group, indicating that young consumers are the primary users of Reliance Jio services.
- About 82.5% of respondents were aware of Reliance Jio services, reflecting the company's strong market presence and effective promotional strategies.
- 50% of respondents preferred Jio mainly because of its network coverage, followed by mobile data services and affordable call rates.
- Approximately 62.6% of respondents spent ₹300–₹400 per month on mobile recharge, indicating moderate expenditure on telecom services.
- High-speed internet emerged as the major reason for selecting Reliance Jio over competing telecom operators.
- Nearly 70% of respondents rated Jio's network coverage as Good or Excellent, indicating positive perceptions of network availability.
- Around 68.7% of respondents expressed satisfaction with Jio's internet speed, while only a small percentage reported dissatisfaction.
- 72.8% of respondents rated Jio's call quality as either Excellent or Good, demonstrating positive user experience.
- Nearly 69% of respondents considered Jio recharge plans to be affordable or very affordable.
- About 65.3% of respondents were satisfied with Jio's customer service, whereas 30.6% remained neutral.
- More than 68% of respondents indicated that they would recommend Reliance Jio services to others.
- Retail shops, mobile applications, and online websites were almost equally preferred as recharge channels by customers.
- Approximately 73% of respondents reported being Satisfied or Very Satisfied with Jio's overall service quality.
- Nearly 71% of respondents were satisfied with the validity period of Jio's data plans.
- Around 71.5% of respondents rated Jio's network speed during peak hours as Good or Excellent, although some users reported average performance.
- Customer care experience showed mixed opinions, with equal proportions of respondents reporting satisfaction and dissatisfaction after contacting customer support.
- Most respondents agreed that Jio provides reliable network coverage and offers good value for money.
- More than 65% of respondents expressed satisfaction with customer support services and flexible recharge plans.
- The majority of respondents believed that Jio performs better than competing telecom brands in terms of overall service quality.
- About 66% of respondents agreed that Reliance Jio continuously improves its services and introduces better customer offerings.
- Nearly 75% of respondents expressed their intention to continue using Reliance Jio services in the future, indicating strong customer loyalty.

### **6.1 Discussion**

The findings of this study are consistent with contemporary research on customer satisfaction in the telecommunications industry. The analysis confirms that network quality, internet speed, affordability, and perceived value remain the most influential determinants of customer satisfaction. Customers increasingly expect uninterrupted connectivity, transparent pricing, and responsive customer support in addition to competitive tariff plans.

Although Reliance Jio has successfully established itself as a market leader by offering affordable digital services, the study also identifies opportunities for improvement. Intermittent network congestion during peak hours, inconsistent

customer care experiences, and occasional service interruptions continue to influence customer perceptions. Addressing these operational issues through technological upgrades, proactive customer engagement, and enhanced complaint management systems would further strengthen customer satisfaction and long-term loyalty.

The overall findings demonstrate that Reliance Jio has developed a strong competitive position in the Indian telecom market by consistently delivering value-oriented services. Continued investment in digital infrastructure and customer-centric innovations will be essential for sustaining this competitive advantage in the evolving telecommunications environment.

## **7. Findings**

- The majority of respondents belonged to the 18–25 years' age group, indicating that young consumers constitute the major customer segment of Reliance Jio.
- Most respondents were well aware of Reliance Jio services, demonstrating the company's strong brand recognition and effective promotional activities.
- High-speed internet and extensive network coverage were identified as the primary reasons for choosing Reliance Jio services.
- Most customers spent between ₹300 and ₹400 per month on mobile recharge, indicating that Jio's pricing structure suits the spending capacity of customers.
- The majority of respondents expressed satisfaction with Jio's network coverage, internet speed, and call quality.
- Jio's recharge plans were perceived as affordable, contributing significantly to customer satisfaction and customer retention.
- Although customer service received favourable responses, some respondents expected faster complaint resolution and better support services.
- Customers generally perceived Reliance Jio as offering good value for money through its affordable pricing and service quality.
- The majority of respondents believed that Reliance Jio continuously improves its services and introduces customer-oriented innovations.
- A large proportion of respondents expressed their willingness to continue using Reliance Jio services in the future, indicating strong customer loyalty.

## **8. Practical Implications**

The findings of this study provide valuable implications for telecom operators, service managers, and policymakers.

- Telecom companies should continue investing in advanced network infrastructure to ensure uninterrupted connectivity and improve service reliability.
- Customer relationship management practices should be strengthened through quicker complaint resolution and proactive customer support.
- Affordable and flexible recharge plans should be maintained to attract price-sensitive customers.
- Continuous monitoring of customer satisfaction should be undertaken to identify changing customer expectations.
- Digital self-service platforms and AI-enabled customer support systems can enhance customer experience and operational efficiency.
- Telecom operators should focus on customer retention strategies by introducing loyalty programmes and personalized service offerings.

## **9. Recommendations**

Based on the findings of the study, the following recommendations are proposed:

- Improve network stability, particularly during peak usage hours.
- Expand network infrastructure in rural and semi-urban areas to ensure consistent connectivity.
- Enhance customer care services by reducing complaint resolution time.
- Strengthen technical support through digital service channels.
- Introduce more flexible and customized recharge plans for different customer segments.
- Continue offering competitive pricing to maintain value-for-money perception.
- Conduct regular customer satisfaction surveys to identify emerging customer needs.
- Increase awareness regarding digital recharge platforms and self-service applications.
- Introduce customer loyalty programmes and reward schemes for long-term subscribers.
- Continue investing in technological innovations, including 5G and digital ecosystem services, to strengthen competitive advantage.

## **10. Scope for Future Research**

Future studies may consider the following research directions:

- Comparative analysis of customer satisfaction among Reliance Jio, Airtel, BSNL, and Vodafone Idea.
- Investigation of customer perceptions regarding 5G services and digital transformation.
- Analysis of factors influencing customer loyalty using Structural Equation Modelling (SEM).
- Examination of the impact of artificial intelligence and digital customer service on telecom customer satisfaction.
- Studies covering multiple districts or states for broader generalization.

## **11. Conclusion**

The study examined customer satisfaction towards Reliance Jio services in Tirupur District and found that customers generally hold favourable perceptions regarding the company's service quality, affordability, internet speed, and network coverage. These factors have significantly contributed to customer satisfaction and loyalty in an increasingly competitive telecommunications market.

The findings indicate that competitive pricing, reliable digital connectivity, and continuous technological innovation remain the primary strengths of Reliance Jio. However, improvements in customer support responsiveness and network performance during peak hours are necessary to further enhance customer experience.

Overall, Reliance Jio has successfully established a strong market position by delivering value-oriented telecom services. Continuous investment in network infrastructure, customer relationship management, and digital innovation will enable the company to strengthen customer loyalty and sustain its competitive advantage in India's rapidly evolving telecommunications industry.

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