A Project Report on

"A STUDY OF CUSTOMER SATISFACTION AND PREFERENCE WITH SPECIAL REFERENCE TO RELIANCE JIO"

Submitted to

Department of Management Sciences & Research (DMSR)

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(An Autonomous Institution)

Affiliated to:

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfilment for the award of the degree of

Master of Business Administration

Submitted by

Mr. Shashank Dubey

Under the Guidance of

Prof. Shubhangi Jepulkar

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NAAC Accredited "A" Grade Institution

Academic Year 2023-24

CERTIFICATE

This is to certify that **Mr. Shashank Dubey** has submitted the project report titled, **"A STUDY OF CUSTOMER SATISFACTION AND PREFERENCE WITH SPECIAL REFERENCE TO RELIANCE JIO''** under the guidance of **Prof. Shubhangi Jepulkar** towards the partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degreeexamination.

It is certified that he has ingeniously completed his project as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Accredited "A" Grade Autonomous Institution)** affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Prof. Shubhangi Jepulkar   **Dr. Madhuri V. Purohit**

   (Name of Guide)   **(MBA Coordinator)**

Place: Nagpur
Date:

Academic Year 2023-24

DECLARATION

I**, Mr. Shashank Dubey** here-by declare that the project with title, **"A STUDY OF CUSTOMER SATISFACTION AND PREFERENCE WITH SPECIAL REFERENCE TO RELIANCE JIO''** has been completed by me under the guidance of **Prof. Shubhangi Jepulkar** in partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Accredited "A" Grade Autonomous Institution)** affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

This project was undertaken as a part of academic curriculum and has not been submitted for any other examination and does not form the part of anyother course undertaken by me.

Mr. Shashank Dubey

Place: Nagpur

Date:

Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
NAAC Accredited "A" Grade Institution

Academic Year 2023-24

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Mr. Shashank Dubey

Place: Nagpur

Date:

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CHAPTER-I

INTRODUCTION

INTRODUCTION:

Customer Satisfaction

Customer satisfaction is the measure of how the needs and responses are collaborated and delivered to excel customer expectation. It can only be attained if the customer has an overall good relationship with the supplier. In today's competitive business marketplace, customer satisfaction is an important performance exponent and basic differentiator of business strategies. Hence, the more is customer satisfaction; more is the business and the bonding with customer.

Definition:

Philip Kotler defines customer satisfaction as a "person's feeling of pleasure or disappointment, which resulted from comparing a product's perceived performance or outcome against his/her expectations". Although Kotler uses abstract terms like pleasure and disappointment, the definitionis by no means ambiguous**.**

Customer satisfaction = f (perceived performance, buyer's expectations)

Here, customer satisfaction is a function of perceived performance and expectations. Perceivedperformance is the consumer's belief about the product or service experience.

Major influence factor of customer satisfaction: -

- Performance of the product in the recent past

- Word of mouth, recommendations or testimonials

- Reviews

- What competitors say about the product or service

- What its own marketers promise

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According to this definition, the satisfaction goals are established by the customers themselves beforethey set out to make a purchase. This is also why they start looking for more information at this point-reviews, comparisons, alternatives, etc. Your website, content marketing efforts, and presence onother review sites make a difference at this point. So do customer stories and testimonials.

Once the customer selects the product or service, they'll start evaluating the actual experience againstthe expected one. This is where a trial period and a well thought out onboarding process make a difference for high ticket products and especially for low ticket products with low stickiness.

Why customer satisfaction:

- Customer is the boss of the market.

- Customer dictates market trends and direction.

- The organization is dependent on the customer and not the other way round.

- Customer satisfaction means loyalty towards the organization.

- The satisfied customers will help in bringing the new customers by the "word of mouth". Importanceof customer satisfaction Customer satisfaction is a marketing term that measures how products or services supplied by a company meet or surpass a customer's expectation. Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses.

Factors affecting customer satisfaction:
Price
Quality
Service
Brand name
Reputation   3

Features:

Customer satisfaction process: -

Step 1: Understanding customer expectations

Step 2: Promises to customers

Step 3: Execution

Step 4: Ongoing dialog with a customer

Step 5: Customer satisfaction surveys

4Cs of Customer satisfaction:

- consumer
- cost
- convenience
- communication

CONSUMER PREFERENCES:

The underlying foundation of demand, therefore, is a model of how consumers behave. Theindividual consumer has a set of preferences and values whose determination are outside the realm of economics. They are no doubt dependent upon culture, education, and individual tastes, among aplethora of other factors. The measure of these values in this model for a particular good is in termsof the real opportunity cost to the consumer who purchases and consumes the good. If an individualpurchases a particular good, then the opportunity cost of that purchase is the forgone goods the consumer could have bought instead.

THE THEORY OF THE CONSUMER:

Consumer make decisions by allocating their scarce income across all possible goods in order to obtain the greatest satisfaction. Formally, we say that consumers maximize their utility subject to budget constraint. Utility is defined as the satisfaction that a consumer derives from the consumptionof a good. As noted above, utility's determinants are decided by a host of noneconomic factors. Consumer value is measured in terms of the relative utilities between goods. These reflect the consumer's preferences.

Factor which influences customer preference:

1. **Psychological Factors**
   - Income

   - Age

   - Occupation

   - lifestyle

2. **Economic Factors**

3. **Personal Factors**

4. **Social Factors**

SERVICE PROVIDER:

These companies provide local and long-distance wireline telephone service. Industry insiders call these POTS, for plain old telephone service. Wireline providers include the large long-distance service providers such as Verizon and Sprint and the RBOCs (the Baby Bells) like SBC Communications and BellSouth. A new generation of companies is laying fibre-optic wire networks to handle the rapidly increasing data traffic, including Qwest, Level 3, and Verizon.

WIRELESS SEVICE PROVIDERS:

Marked by carrier consolidation and collaborating to augment geographic reach and gain economies of scale, wireless communication services have shaken up the telecom industry. They have also brought telecommunications to the far corners of the earth, including parts of Africa and South America where there's no existing wireline infrastructure, and have made local markets far more competitive in the United States.

INTERNET SERVICE PROVIDERS:

These consist of those companies that make it possible for you to go online-Microsoft, AOL, Earthlink, and the RBOCs. The Internet, which has become an integral part of the telecommunications industry, is also the vehicle by which a huge dose of talent and energy has been added to telecom as voice and data networks converge.

CHAPTER-II
COMPANY PROFILE

COMPANY PROFILE:

India is one of the biggest mobile markets in the world. Indian mobile industry is one of the fastest growing industries in the world. India is the second largest market for mobile service providers after China. Reliance JIO started with broadband services. Their innovative plans made stiff competition inthe mobile market. It is India's only network which is solely 4G and its USP is the free services that itoffers. In order together into the Indian telecom markets the company adopted a predatory pricing strategy telecom market and offered free voice, data, and message services as their "Welcome Offer"from September 5, 2016, to up to December 31, 2016. Later, the offer was extended up to March 31, 2017, as the Happy New Year Offer. Reliance's move disrupted the competition in the Indian telecomsector and major competitors like Airtel, Idea, and Vodafone were faced huge losses and framed defense strategies to sustain their market share.

Reliance JIO promises to shape the future of India by providing end-to-end digital solutions for business, institutions and households and seamlessly bridging the rural-urban divide 63% of its population under the age 35 years.

Today's world is the era of possessing a mobile phone which has become mandatory. Even the lowestclass of people owns a mobile phone. Many numbers of network services like Reliance, Airtel, Vodafone, Idea, Aircel, BSNL, etc. are available. The year 2016 witnessed a revolutionary change in the entire telecom industry with the launch of JIO network. It posed a threat to the existing mobile networks like Airtel, Vodafone, Idea, Aircel, etc. JIO launched a bundle of multimedia apps on Googleplay as part of its upcoming 4G services. Even if the apps are universally available to download, but still a user will require a JIO SIM card to use them. The apps are My JIO, JIO TV, JIO Chat Messenger,JIO Music, JIO 4GVoice, JIO Xpress News, JIO Security, JIO Drive, and JIO Money Wallet. With the enrichment of technology, the consumer preference shifted towards using JIO from their existing network. JIO offered free sim in various retail outlets, the users of which will be entitled to using free4g internet services, free voice calls and free SMS for a period of 1 year. With such rich offers a crazyenvironment for acquiring a JIO sim could be witnessed in shops distributing free JIO sim. Even though, Reliance JIO network offers cost free services, the 100% satisfaction of its customer cannot be declared. Although the customers are availing JIO services, still other network services are   **7**

still in use as a second number by many of JIO users. If Reliance JIO fails to give the full satisfaction to its customer, it is difficult to sustain its image in the long run.

Reliance Industries Limited is an Indian multinational conglomerate company, headquarteredin Mumbai. It has diverse businesses including energy, petrochemicals, natural gas, retail, telecommunications, mass media, and textiles. Reliance is one of the most profitablecompanies in India, the largest publicly traded company in India by market capitalization, and the largest company in India as measured by revenue. It is also the tenth largest employer in India with over 236,000 employees. RIL has a market capitalization of US$243 billion as of March 31, 2022.

The company is ranked 155th on the Fortune Global 500 list of the world's biggest corporations as of2021. Reliance continues to be India's largest exporter, accounting for 8% of India's total merchandiseexports and access to markets in over 100 countries. Reliance is responsible for almost 5% of the government of India's total revenues from customs and excise duty. It is also the highest income tax payer in the private sector in India. The company has negative free cash flows.

Reliance Industries Limited - Subsidiaries & Major Associate:

Name of the Subsidiary
1. Reliance Aerospace Technologies Limited
2. Reliance Ambit Trade Private Limited
3. Reliance Aromatics and Petrochemicals Limited
4. Reliance Brands Limited
5. Reliance Chemicals Limited
6. Reliance Clothing India Private Limited
7. Reliance Commercial Land & Infrastructure Limited
8. Reliance Comtrade Private Limited
9. Reliance Corporate IT Park Limited
10. Reliance Eagle ford Midstream LLC
11. Reliance Eagle ford Upstream GP LLC
12. Reliance Eagle ford Upstream Holding LP
13. Reliance Eagle ford Upstream LLC
14. Reliance Eminent Trading & Commercial Private Limited
15. Reliance Energy and Project Development Limited

ABOUT RELIANCE JIO NETWORK: - JIO network is a LTE mobile network operator in India. It is a wholly owned subsidiary of Reliance Industries headquartered in Mumbai which provides wireless 4G LTE service network (without 2G/3G based services) and is the only 100% VOLTE (Voice Over LTE) operator in the country. It covers all 22 telecom circles in India. Reliance JIO has appointed Shahrukh Khan as their brand Ambassador. The company commercially launched its services on 5 September 2016. Within the first month of commercial operations, JIO announced that it had acquired 16 million subscribers. This is the fastest ramp-up by any mobile network operator anywhere in the world. JIO crossed 50 million subscriber marks in 83 days since its launch, subsequently crossing 100 million subscribers on 22 February 2017. By October 2017 it had about 130million subscribers. Reliance JIO is in process to set-up the 4G LTE infrastructure. RJIL is setting upreliance (4th generation) high speed internet connectivity, rich communication services and various digital services on pan India basis in key domains such as education, healthcare, security, financial services, government citizen interfaces and entertainment.

Customers have been found more satisfied in Sagar district with the brand of Reliance JIO products but thesatisfaction level of there is not unnecessary as they found quality product and services from the concernedcompany. However, strong competition existed in the industry as many indigenous and foreign players are competing efficiently and effectively. Customer satisfaction played an important role to grow and remain in the competition in the industry and have become a significance tool in brand extension. A satisfied customer is a goodadvertiser of any product or services and a major influencer among the customers of same segment.

The project is all about measuring the customer satisfaction in **Reliance JIO Products**. For the past few years every company is trying to satisfy its customers. The emphasis is on ways of retaining customers, then on attractingnew customers. It is easy to attract new customers then to retain old customers. So, companies are trying to focuson this aspect of customer's satisfaction.

The sale of a product does not end with the sale transaction but it is the point at which the original marketingconcept starts. The marketer has to see that whether the customer satisfied with that particular product/service ornot. The post purchase behavior is important for a marketer. If there is any cognitive dissonance in the minds ofthe customers then that is enough to lose a customer. Keeping this in mind the companies are giving more importance to customer satisfaction

History of reliance JIO:

The company was co-founded by Dhirubhai Ambani and Champaklal Damani in 1960's as Reliance Commercial Corporation. In 1965, the partnership ended and Dhirubhai continued the polyester business of the firm. In 1966, Reliance Textiles Engineers Pvt. Ltd. was incorporated in Maharashtra. It established synthetic fabrics mill in the same year at Naroda in Gujarat. On 8 May 1973, it became Reliance Industries Limited. In 1975, the company expanded its business into textiles, with "Vimal" becoming its major brand in later years.

The company held its Initial public offering (IPO) in 1977. The issue was over-subscribed by seven times. In 1979, a textiles company Sidhpur Mills was amalgamated with the company. In 1980, the company expanded its polyester yarn business by setting up a Polyester Filament Yarn Plant in Patalganga, Raigad, Maharashtra with financial and technical collaboration with E. I. du Pont de Nemours & Co., U.S.

1981–2000

In 1985, the name of the company was changed from *Reliance Textiles Industries Ltd.* to *Reliance Industries Ltd.* During the years 1985 to 1992, the company expanded its installed capacity for producing polyester years by over 1,45,000 tons per annum

The Hazira petrochemical plant was commissioned in 1991–92.

In 1993, Reliance turned to the overseas capital markets for funds through a global depository issue of Reliance Petroleum. In 1996, it became the first private sector company in India to be rated by international credit rating agencies. S&P rated Reliance "BB+, stable outlook, constrained by the sovereign ceiling". Moody's rated "Baa3, Investment grade, constrained by the sovereign ceiling".

In 1995/96, the company entered the telecom industry through a joint venture with NYNEX, USA and promoted Reliance Telecom Private Limited in India.

In 1998/99, RIL introduced packaged LPG in 15 kg cylinders under the brand name *Reliance Gas*.

The years 1998–2000 saw the construction of the integrated petrochemical complex at Jamnagar in Gujarat, the largest refinery in the world.

2001 onwards

In 2001, Reliance Industries Ltd. and Reliance Petroleum Ltd. became India's two largest companies in terms of all major financial parameters. In 2001–02, Reliance Petroleum was merged with Reliance Industries. 10

In 2002, Reliance announced India's biggest gas discovery (at the Krishna Godavari basin) in nearly three decades and one of the largest gas discoveries in the world during 2002. The in-place volume of natural gas was in excess of 7 trillion cubic feet, equivalent to about 120 crore (1.2 billion) barrels of crude oil. This was the first ever discovery by an Indian private sector company.

In 2002–03, RIL purchased a majority stake in Indian Petrochemicals Corporation Ltd. (IPCL), India'ssecond largest petrochemicals company, from the government of India,[21] RIL took over IPCL's Vadodara Plants and renamed it as Vadodara Manufacturing Division (VMD). IPCL's Nagothane and Dahej manufacturing complexes came under RIL when IPCL was merged with RIL in 2008.

In 2005 and 2006, the company reorganized its business by demerging its investments in power generation and distribution, financial services and telecommunication services into four separate entities

In 2006, Reliance entered the organized retail market in India. With the launch of its retail store formatunder the brand name of 'Reliance Fresh'. By the end of 2008, Reliance retail had close to 600 stores across 57 cities in India.

In November 2009, Reliance Industries issued 1:1 bonus shares to its shareholders.

In 2010, Reliance entered the broadband services market with acquisition of Infotel Broadband Services Limited, which was the only successful bidder for pan-India fourth-generation (4G) spectrumauction held by the government of India.

In the same year, Reliance and BP announced a partnership in the oil and gas business. BP took a 30 per cent stake in 23 oil and gas production sharing contracts that Reliance operates in India, includingthe KG-D6 block for $7.2 billion. Reliance also formed a 50:50 joint venture with BP for sourcing andmarketing of gas in India.

In 2017, RIL set up a joint venture with Russian Company Sibur for setting up a Butyl rubber plantin Jamnagar, Gujarat, to be operational by 2018.

In August 2019, Reliance added Find primarily for its consumer businesses and mobile phone servicesin the e-commerce space.

On the 18th August 2021, Reliance Industries Limited (RIL) stated that it had shut down its manufacturing units at Nagothane town in Maharashtra.

Establishment of reliance JIO:

JIO was established on 15th February, 2007. After, Reliance became popular and launched JIO as the fastest network service provider. JIO reached in every corner of India. The company motive is to provide digital platform to the world. JIO launched many services include entertainment services, social benefits, internet services, broadband, etc. in 2016, the company launched JIO apps, like JIO browser, JIO meet, JIO tv, JIO security, JIO Saavan, JIO cinema, JIO cloud, JIO news, JIO health, etc.JIO has signed on more than 340 million customers by offering free domestic calls and data service.

Reliance Industries Ltd. Company Management Team: -
Board Of Directors: -

Name	Designation
Mr. Mukesh D Ambani	Chairman & Managing Director
Mr. Nikhil R Meswani	Executive Director
Mr. Hital R Meswani	Executive Director
Mr. M S Prasad	Executive Director
Mr. Pawan Kumar Kapil	Executive Director
Dr. Sumeet Banerji	Non-Executive Director
Mr. Yogendra P Trivedi	Non-Executive Director

Key Executives

Name	Designation
Mr. Alok Agarwal	Chief Financial Officer
Mr. Sethuraman	Group Co.Secretary & Chief Compliance Officer
Mr. Srikanth Venkata	Chief Financial Officer

Reliance JIO Products and Services Include:

 RELIANCE JIO 4G BROADBAND: -The company has launched its 4g broadband services throughout the India in first quarter of 2016 financial year. It was stated to release in December 2015 after some reports said that the company was waiting to receive final permits from the government. Mukesh Ambani, owner of Reliance Industries Limited (RIL) whose Reliance JIO is the telecom subsidary, has unveiled details of JIO‟s fourth-generation (4G) services on 12 June 2015 at RIL‟s 41st annual general meeting. It will offer data and voice services with peripheral services like instant messaging, live TV, movies on demand, news streaming music and digital payment platform. The company has a network of 250,000 km of fiber optic cables in the country, over which it will be collaborating with local cable operators to get broader connectivity for its broadband services. With its multi-service operator (MSO) license, JIO will serve as a TV channel distributor and will offer television-on-demand on its network. PAN-INDIA SPECTRUM: -JIO owns spectrum in 800 MHz band in 10 and circles of the total 22 circles in the country, and owns Pan-India licensed 2,300 MHz spectrum. The spectrum is valid till 2035. Ahead of its digital services launch, Mukesh Ambani-led Reliance JIO entered a spectrum sharing deal with younger brother Anil Ambani-backed RELIANCE COMMUNICATION. The sharing is for 800 MHz band across seven circles other than the 10 circlesfor which JIO already owns. Prior to its pan-India launch of 4G data and telephony services, JIO has started providing free Wi-Fi hotspot services in cities throughout India including Ahmedabad and Suratin Gujarat, Indore, Jabalpur, Dewa's and Ujjain in Madhya Pradesh, select locations of Mumbai in Maharashtra, Kolkata in West Bengal, Lucknow in Uttar Pradesh, Bhubaneshwar in Odisha, Mussoorie in Uttarakhand, Collectorate's office in Meerut, and at MG road in Vijayawada among others title.

 Reliance JIO rolls out wi-fi services at IP sigma mall in Varanasi among others. In March 2016, JIO started providing free Wi-Fi internet to spectators at six cricket stadiums hosting the 2016 ICC WORLD CUP TWENTY20 matches. JIOnet was made available in Wankhede Stadium (Mumbai), Punjab Cricket Associations IS Bandra stadium (Mohali), Himachal Pradesh Cricket Association Stadium (Dharamshala), Chinn swamy Stadium (Bengaluru), Feroz Shah Kotla (Delhi) and Eden Garden (Kolkata) in India.

JIO Apps In May 2016, JIO launched a bundle of multimedia apps on Google Play, as a part of its upcoming 4G services. While the apps are available to download for everyone, a user will require a JIO sim card to use them. Additionally, most the apps are in beta phase.

Following is the list of the:

Apps: -My JIO- Manage JIO account and digital services associated with it JIO Play- A live TV channelservice On Demand- An online HD video library JIO Chat messenger- An instant messaging app

JIO Beats- A music player.

JIO Join- A VoLTE phone simulator

JIO Mags- E-reader for magazines

JIO Xpress News- A news and magazine aggregator

JIO Security- A security app

JIO Drive- Cloud-Based backup too

JIO Money wallet- An online payment/wallet app

LYF also known as **Reliance LYF**, is an Indian mobile handset company headquartered in Mumbai, Maharashtra, India. It manufactures 4G-enabled Volte smartphones It is a subsidiary of Reliance Retail, the consumer electronics arm of Reliance Industries Limited It is operated along with the parent company's flagship venture, JIO.

According to Counterpoint Research, in May 2016, LYF became the fifth largest smartphone player and second largest LTE phone supplier in India.In May 2016, international market tracker Counterpoint Research reported that LYF had become the fifth largest smartphone producer in the Indian market, capturing 7% share in the January-March quarter of the financial year 2015-16. It was the second largest LTE phone supplier after Samsung, surpassing Micromax and Lenovo during the quarter. "In first quarter of its inception, LYF instantly climbed to become one of the top five smartphone brands in India in terms of shipment volumes," Tarun Pathak, senior analyst at Counterpoint said in the report. Reliance Digital had shipped around 1.7 million LYF branded smartphones in the first quarter of 2016.

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Reliance Communications:

Reliance Communications Ltd. (RCom) is an Indian telecommunications company headquartered in

Navi Mumbai, India. It provides GSM (Voice, 2G, 3G, 4G) mobile services, fixed line broadband and

voice services, DTH depending upon the areas of operation. Reliance Communications is the sixth

largest telecom operator in India with 85.4 million subscribers as of May 2017.[4] RCOM is a subsidiary

of Reliance Anil Dhiru bhai Ambani Group.

History:

Reliance Communications Ltd. was established in 2002. The same year, it launched CDMA services

nationwide. In 2008, Reliance Communications launched GSM services. In the 2010 spectrum auction.   16

Special offer regarding reliance JIO:

Reliance Industries may need to subsidies consumers to the extent of Rs 15,000 crore in the next 2-3 years if it targets selling around 75 million units of its upcoming budget 4G smartphone, developed with Google, amid rising component and shipping costs and supply challenges, analysts said. The calculation is based on the estimated subsidy element per unit of the new JIOPhone Next at Rs 2,000,equivalent to 50% of the likely Rs 4,000 target cost of the low-priced 4G device.

Currently, the cheapest 4G smartphone is priced at around Rs 3,800, while those from popular brandsstart from around Rs 6,000, market players said. Analysts added that attracting the bulk of the 300 million-odd feature phone users to JIOPhone Next won't be a cakewalk either for the telecom market leader, as pricing is not the only challenge to smartphone adoption in India, given that value hunters prefer feature phones due to their ruggedness, long lasting battery and less complex user-interface.

"Industry sources suggest JIO is targeting a Rs 4k price-point for JIO Phone Next, but higher shippingcosts from China and rising component prices, as in micro-processor/display (rates), could make this challenging and potentially raise the subsidy element…the overall subsidy could be Rs 15,000 crore, assuming 75 million such smartphones are sold over the next 2-3 years at Rs 2k subsidy apiece," IIFLSecurities said in a note. Brokerage UBS added that even if Google and JIO develop a lighter OS.

JIOPhone contracts – rather than attract Vodafone Idea and Airtel's 2G users - and added that such a migration would boost JIO's average revenue per user (ARPU), going forward. It ended the January- March quarter with an ARPU of Rs 138.2, compared with Airtel's Rs 145.

Major competitors of reliance JIO:

Reliance JIO powers ahead of its competitors as India's broadband connections go past 800 million

Below are the top 10 competitors of Reliance JIO:

1.Airtel	6.MTNL
2.Idea	7.BSNL
3.Vodafone	8.Uninor
4.Tata Docomo	9.Tata Indicom
5.Reliance Communications	10.Virgin Mobile

1.Airtel

Airtel has recently launched a new plan to compete with Reliance JIO's Rs. 399 plans. The new Rs. 399 plans from Airtel offers 84GB high-speed 4G data, with 1GB data per day. It also offers unlimited local and STD calls, but this comes with a FUP of its own. Airtel's terms and conditions say that free voice calls are limited to 1000 minutes per week. Beyond that limit, Airtel-to-Airtel calls will cost Rs. 0.10 per minute, while calls to other networks will cost Rs. 0.30 per minute. The plan does not offer any free SMS, unlike Reliance JIO.Airtel also has a cheaper Rs. 244 plan that offers 1GB data per day for 70 days, but free voice calls are limited only to the Airtel network. There are no free SMSs in this plan as well.

2.Vodafone

Coming to Vodafone, the company has some different plans for different circles. The operator recently announced a new Campus Survival Kit offer that gives 1GB data per day for 84 days. Unlimited voice calls and free roaming are also included in this offer. However, it comes with a big rider – this offer is restricted only to Delhi/NCR at the moment for students. Additionally, it is also applicable only for new connections. Initially, this plan will cost Rs. 445. Subsequent recharges will cost Rs. 352 and offer the same benefits. Vodafone has revealed that this offer will be rolled out to other circles as well, but it will remain restricted to students for some reason. Vodafone also has a Rs. 244 plans, but this is applicable as a First Recharge Coupon only. It gives 1GB data per day for 70 days and unlimited calls. Subsequent recharges will offer similar benefits but come with only 35 days validity.

3.Idea

Idea also has some plans to compete with other operators. Currently, the company is offering a bunch of offers with 1GB data per day benefits, alongside free voice calls. Idea has launched a Rs. 396 plans with 1GB data per day and unlimited voice call, but for this, you'd require to be a user in the Himachal Pradesh circle and have a 4G-enabled smartphone. On its website, the company has listed a number of plans with 1GB data per day benefits. There is a Rs. 349 plan that comes with 28 days validity, but offers no free SMSs. There is a Rs. 357 plans with similar benefits and validity, in addition to 10 free SMSs. For more details about Idea's offers, you may have to download the My Idea app for offers tailored for your number and telecom circle.

4.BSNL

BSNL too is offering several plans with high-speed data benefits. The state-run telco is offering STV 395 plan with 2GB data per day, 3000 minutes of BSNL-to-BSNL calls and 1800 minutes to other networks. It comes with a validity of 56 days. The operator also has STV 333 that offers 2GB data per day for 56 days. There's another plan that offers 4GB data per day for 90 days. It costs Rs. 444 and is available in all telecom circles except Kerala. Lastly, for users who want even more data, there's a Rs. 548 plan that offers 5GB data per day for 90 days. Prices may slightly vary in different circles. • Aircel users to get 84GB of data with the new Rs 348 plan Conclusion Reliance JIO has the simplest offering compared to all operators. Thanks to its pan-India 4G license and transparent offerings, all Reliance JIO users can subscribe to any plan listed on the company's website without worrying about their telecom circle. Additionally, it is the only operator that offers truly unlimited voice calls and SMS (with a TRAI-mandated 100 SMS/day limit). Airtel comes in second, thanks to its newly launched offers. There's a lot of room for improvement in Vodafone, Idea and BSNL's offerings. The complexity and price variations from circle to circle can be very confusing.

SWOT ANALYSIS OF RELIANCE JIO:

The SWOT analysis of **Reliance JIO** identifies the company's strengths that distinguish it from its competitors like Airtel, Vodafone, Idea, and its weaknesses, which prevent the brand from doing successfully. This analysis provides a company with an overview of where it should focus its efforts to improve. It also includes a list of changes to grow JIO's market share and brand value. It also shedslight on a potential threat to the brand's reputation.

STRENGTHS:

- **Strong Lead Generation Process -** Reliance JIO has arguably the best lead generation approach to date. All users were given free access to the brand's services for a period of 3-6 months. Reliance JIO now has millions of users, making it one of the most successful customer acquisition strategies in telecom history.
- **Excellent customer network -** JIO has a remarkable 100 million subscribers after only 170 days in business, a record that no other carrier has been able to match.
- **Technology -** JIO now uses the most up-to-date 4G LTE technology, one of the best technologies for the future in the world. It is made possible via Voice over LTE, making it scalable and compatible with 5G a   19

- And 6G technologies, predicted to be the future wireless communication technologies.
- **Faster and Reliable Network -** Reliance JIO has a presence in each of India's 22 telecom circles and is known for having a reliable and fast network with minimal connectivity issues.
- **Numerous Offers -** Reliance **JIO prepaid plans** offer many services under one umbrella, including movies, games, shopping, chats, and messenger, among others, giving customers a wide range of possibilities.

WEAKNESS:

- **A late arrival into the industry -** Reliance JIO entered the market late when established firms such as Airtel and Vodafone had already established themselves in customers' minds.
- **Trouble in activating the SIM -** Due to its inability to contain the massive amounts of subscribers it had gained, Reliance JIO experienced several gestation issues. Delays in SIM Card activation during its launch were one example.
- **Weak internet connection -** Reliance JIO's data connection is often poor, and the range is limited, resulting in slower loading speeds in some areas.

OPPORTUNITIES:

- **Future Technological Advancements -** Reliance JIO operates on future-oriented technology, a VoLTE 4G network that can scale to support 5G and 6G technologies, which opens up many possibilities for JIO or future bandwidth increase.
- **Apps and Services -** Reliance JIO offers VoLTE, which offers a lot of bandwidth. As a result, they can provide customers with apps that are either free or chargeable at first, with a pay-per-use model later.
- **Expansion in other countries -** Reliance JIO can expand their services to foreign markets and India's neighboring countries if they have sufficient financial backing.
- **Cost Plan -** Reliance JIO can penetrate the Indian rural market more with its low pricing strategy, as their competition cannot afford to charge such low prices as JIO.

THREATS:

☐ **Poor ethical conduct -** To penetrate the market, Reliance JIO utilized a low-cost strategy and even offered free services to users, resulting in a poor ethical code that could harm the company in the future.

☐ **Risk of Losing Customers -** When free services are removed, sales will immediately decrease, and the risk of losing customers will increase.

Customer Loyalty - The market's established companies have strong customer loyalty and a strong presence. As a result, it will be difficult for JIO to retain its customer base once the prices of its services are raised

CHAPTER-III

LITERATURE REVIEW

LITERATURE REVIEW:

K. R. Mahalaxmi and N. Suresh Kumar (2017) in this article titled, "A study on service quality and its impact on customer's preference and satisfaction towards Reliance JIO in trichy region" focus on to the service quality and satisfaction level of Reliance JIO. This study reveals that peoples with age group up to 35 were 78 per cent users of Reliance JIO.

B. Adhinarayanan and K. Balanagagurunathan (2011) in their article entitled, "A Study on Customer Satisfaction towards Reliance Telecom in Tamil Nadu with Special Reference to Salem City" have indicated that Indian Telecom sector, like any other industrial sector in the country, has gone through many phases of growth and diversification.

C. Boobalan et al (2017) in their study on, "customer's satisfaction towards Reliance JIO sim with special reference to Dharmapuri District" made an attempt to know the satisfaction level of multi customers.

Naidu Brahmani, Vamsi. S, (2017), "Customer satisfaction towards reliance jio: an empirical study", in their research paper focused in knowing the satisfaction level of customers on the usage of jio sim and the reason behind their satisfaction and dissatisfaction. Survey method is used to collect information from the respondents. 192 respondents were selected for the study using simple random sampling.

Sorna Priya. R and Sathiya. M (2017),"Customer Satisfaction towards Reliance Jio Network" conducted a research work with the aim of analysing the satisfaction level of customers towards Jio network.50 respondents were selected using convenient sampling method. The study found that majority of the respondents (52%) are satisfied with Jio services.

S. Vishnuvarthani (2013) in her article entitled "Consumers" Awareness and Preference for Mobile Phone Services at Erode City" has pointed out that telecommunication is one of the most important growing service sectors in India. It plays an inevitable role in today's busy world. The telecommunication includes both mobile communication and fixed telephony lines. tariffs for connectivity at various levels and customized services in

order to satisfy and delight their consumers.

CHAPTER-IV
REAEARCH METHODOLOGY

RESEARCH METHODOLOGY:

Definition: Research is defined as careful consideration of study regarding a particular concern or problem using scientific methods. According to the American sociologist Earl Robert Babbie, "research is a systematic inquiry to describe, explain, predict, and control the observed phenomenon. It involves inductive and deductive methods."

Inductive research methods analyze an observed event, while deductive methods verify the observed event. Inductive approaches are associated with qualitative research, and deductive methods are morecommonly associated with quantitative analysis.

Type of research methodology:

Research methods are broadly classified as **Qualitative** and **Quantitative**.

Both methods have distinctive properties and data collection methods

Qualitative methods:

Qualitative research is a method that collects data using conversational methods, usually open-ended questions. The responses collected are essentially non-numerical. This method helps a researcher understand what participants think and why they think in a particular way.

Types of qualitative methods include:

1.   One-to-one Interview
2.   Focus Groups
3.   Ethnographic studies
4.   Text Analysis
5.   Case Study

Quantitative methods:

Quantitative methods deal with numbers and measurable forms. It uses a systematic way of investigating events or data. It answers questions to justify relationships with measurable variables to either explain, predict, or control a phenomenon.

Types of quantitative methods include:

1.   Survey research
2.   Descriptive research
3.   Correlational research   25

Data collection method:

Basically, there are two types of data collection methods which we implemented in our project work:

1. Primary Data

New data gathered to help solve the problem at ---. As compared to secondary data which is previously gathered data. An example is information gathered by questionnaires. Qualitative or quantitative data that are newly collected in the course of research consist of original information that comes from people and includes information gathered for surveys, focus groups, independent observations and test results.

For the purpose of this project work primary data is collected by getting Questionnaires filled by the respondents.

2. Secondary Data

Information that already exists somewhere, having been collected for another purpose, Sourcesincludes Census reports, Trade publications and Subscription services. There are two types of secondary data: Internal and External. Information compiled outside the organization for some purpose other than the current investigation researching information which has already been published. Market information compiled for purposes other than the current research effort; it can be internal data, such as existing sales- tracking information records or it can be research conducted by someone else.

For the purpose of this project work secondary Data is collected by broachers and Websites.

Collecting the primary data. The primary data have been collected from 52 respondents througha well-developed questionnaire, and it may be possible to obtain additional data during the study period.

PROBLEM STATEMENT:

The telecommunications industry in India has undergone significant transformation with the entry of Reliance Jio, which has disrupted the market with its competitive pricing, innovative services, and extensive network coverage. Despite its rapid growth and market penetration, understanding customer satisfaction and preferences towards Reliance Jio remains crucial for sustaining its competitive edge. This study aims to explore the factors influencing customer satisfaction and preference for Reliance Jio, identifying areas for improvement and strategies to enhance customer loyalty.

NEED OF STUDY:

Marketing starts with identifying the needs of customers and ends in satisfying those wants. The goal of marketing is to attract new customers by promising superior value and to keep current customers by delivering satisfaction based on their preferences retaining them. Without customer, no market exists. As the customers are regarded as the superiors in today's market, the level of satisfaction and their preferences should be keenly studied.

Getting a new customer is difficult, then retaining a current customer is a more difficult one and not only that it is estimated that the cost of attracting a new customer is five times the cost of retaining current customer. It requires a great deal of effort to induce satisfied customer to switch away from their current preference. Thus, customer satisfaction. is been given top priority in today's competitive world.

Therefore, keeping the above stated objective in mind, this study was conducted to ascertain the customer's satisfaction of reliance JIO products. In view of this, a detailed study of customer preferences, levels of satisfaction and their complaints and suggestions was undertaken.

OBJECTIVES OF STUDY:

- To analyze quality and services of reliance JIO products.

- To analysis awareness of reliance JIO products.

- To find out the price of reliance JIO product with other competitors.

- To analysis convenience among customer for reliance JIO products.

- To find out the effectiveness customer relation management.

- To study Brand value of reliance JIO products.

HYPOTHESIS OF STUDY:

H (0) - Null Hypothesis

H (1) - Alternative Hypothesis

1. H0: Price has no impact on customer preference for Reliance Jio services.

   H1: Price significantly influences customer preference for Reliance Jio services.

2. H0: There is no significant association between customer satisfaction and loyalty towards Reliance Jio.

   H1: Customer satisfaction is significantly associated with loyalty towards Reliance Jio.

LIMITATIONS OF STUDY:

1. People did not cooperate for survey work easily and chances of biased information by respondents are there.

2. Research work was limited to only 32 respondents whereas in reality the sample universe is too big hence statistical data might change if we further increase the sample size.

3. Chances of conditions like the respondents may not have used their wisdom in answering questions.

4. People think that filling of questionnaire is wastage of time.

5. The accuracy of data is doubtful as many of respondents were ignorant and hesitant towards their response.

CHAPTER-V
DATA ANALYSIS & INTERPRETATION

DATA ANALYSIS & INTERPRETATION:

Introduction:

Analysis of data is a process or inspecting. Cleaning, transforming and modeling data with the goal of discovering useful information, suggesting conclusions, and supporting decision-making. Data interpretation is the study of observations for responding to a query. The common tools used for data interpretation are electronic spreadsheets which are capable of sorting, graphing and searching data. Inthis chapter we are discussing the data that has been collected its analysis and interpretation

TYPES AND SOURCE OF DATA: -

- Data will be collected from both the sources primary source as well as secondary sources.

- Secondary data the secondary data will be gathered from internet, newspaper, catalogues andbroachers and magazines

Data analysis:

The data of score of features and some of brand perception was fed in to the excel sheet. Separate Excel sheets were employed for analysis of each brand and also to keep it concise and unambiguous. For dataanalysis use many types of charts: Pie chart: This is very useful diagram to represent data, which are divided into a number of categories. This diagram consists of a circle of divided into a number of sectors, which are proportional to the values they represent. The total value is represented by the full create. The diagram bar chart can make comparison among the various components or between a partand a whole of data. • Bar chart. This is another way of representing data graphically. As the name implies, it consists of a number of whispered bars, which originate from a common base line and are equal widths. The lengths of the bards are proportional to the value they represent.

Demographic Profile:

The survey targeted **32 customers**, out of which main focus on the youth and age group of mainly 20-30 years in which these include students, professionals and others. it is evidenced from graph 37% of respondents belong to Male category and 63% of respondents belong to the female category. Therefore, majority of the respondents belong to the male category.
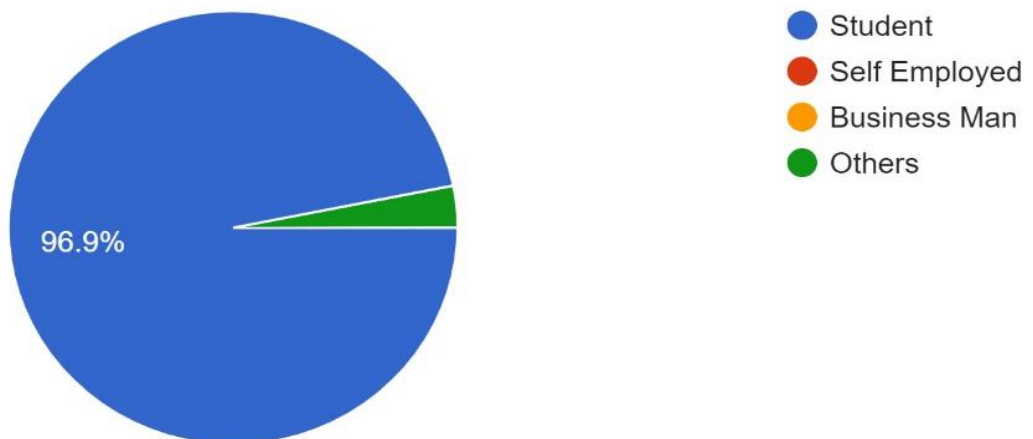
Gender:

Gender	Male	Female
No of people	13	19

Total customer = 32
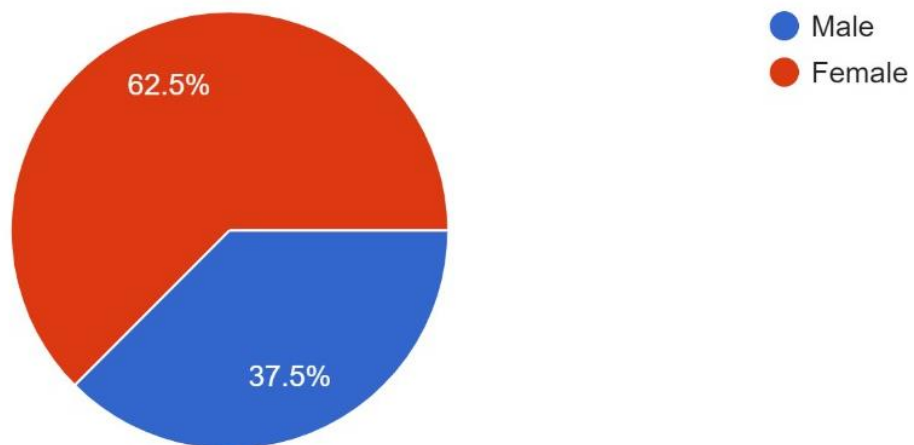
Occupation:

Occupation	Business	Students	Self employed	others
NO. of respondents	0	23	0	1

Total customer = 32

Analysis and Interpretation: In my survey I found that students were more preferred reliance JIO product as compared to officials retired person others as the data says their students, officials, retired, other type of people in which most of people in others. 96% of respondents belong to student'scategory.4% of respondents are 0%, and 1% belong to others category. self-employed customer has 0%.

33

Age:

AGE	15-20	20-25	25-30	30-35
No. of respondent	1	27	4	0
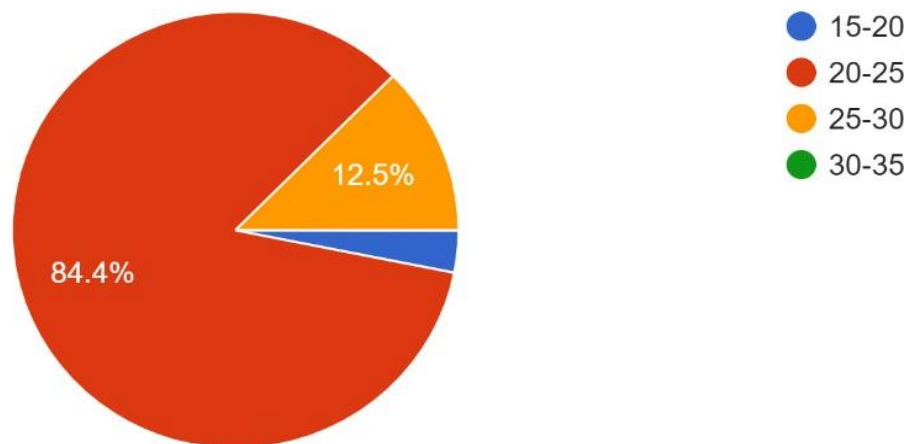
Analysis and Interpretation: In study found that 84.4% of respondents are belong to 20-25 age that mean reliance JIO products popular among young generation. 12% respondents are belonged b25-30 age category.

1. Are you aware of Reliance JIO products?
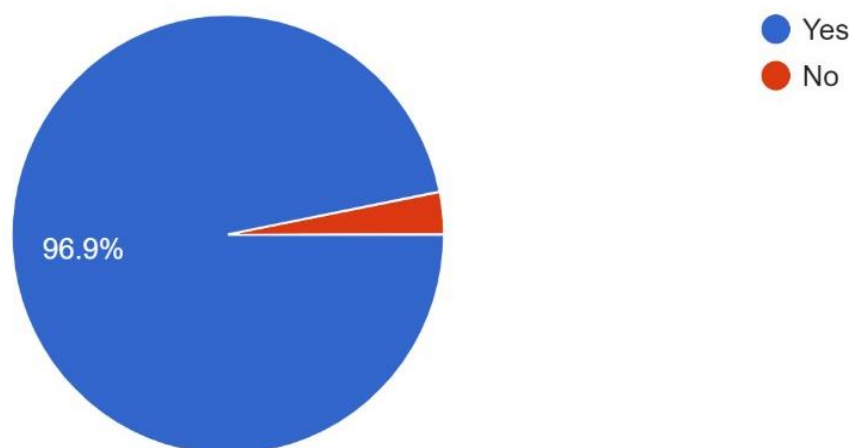
Total customer =30

options	Yes	No
No of respondents	32	0
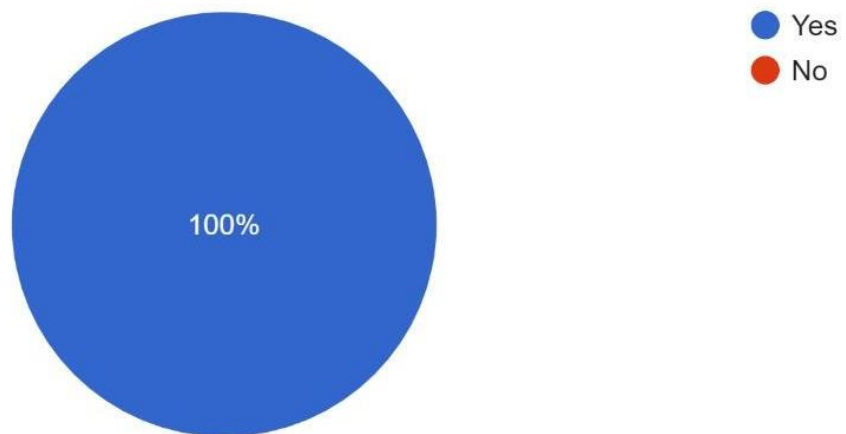
Analysis and Interpretation: In the study I found that 100% of respondent are aware of relianceJIO products so we say that reliance JIO product awareness level is high**.**

Source: Primary data

2. Have you heard of the about brand name before?

Total customer =32

Options	Yes	No
NO. of responds	28	4

Analysis and Interpretation: - In the study I found that mostly customer have good perception towards reliance JIO product. 96.9% of respondents are heard about reliance JIO products good perception about they are aware about. 4% of respondents are belong those who are not aware of reliance JIO products that mean most of people aware of reliance product because of good marketing strategy.

3.What is awareness level of reliance JIO?

Total customers =32

| Options	Fully Aware	Aware	Little bit aware	Not aware
NO. of responds	5	16	8	3
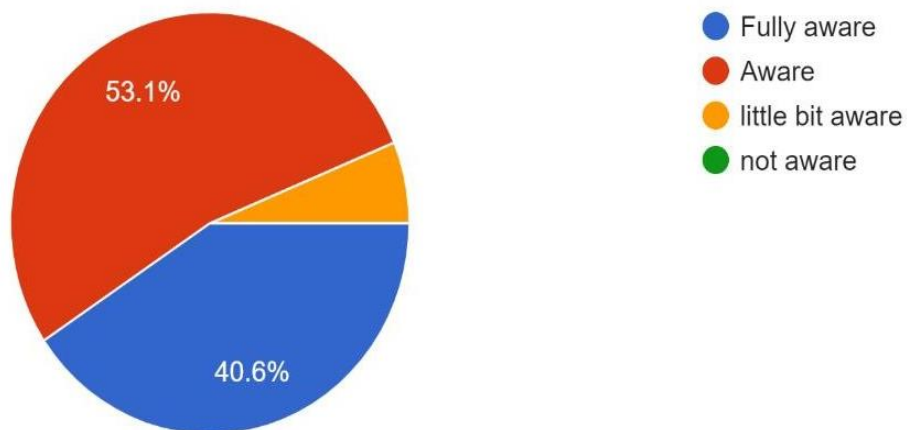
Analysis and Interpretation: - In study found that 40% of respondents are fully aware of reliance JIO products. 53% of respondents are not fully aware but they have some aware regarding reliance JIO products. 7% people have little bit awareness regarding reliance products.

4. How quick management is responding against any complaints?

Total customers =32

| Option	Just ignoring	Not taking seriously	Neutral	Taking seriously Just Ignoring	Just ignoring
No. of respondent	1	8	15	4	4
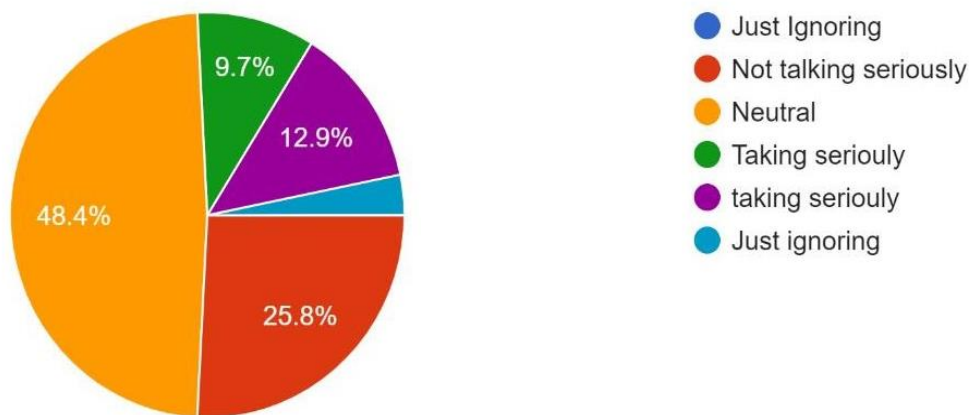
Analysis and Interpretation: - In study found that 48% of respondent are getting neutral resonance that mean reliance JIO CRM not respond quickly. in survey found that 26% of respondent says that reliance JIO CRM not respond against their complaint.

5. Since how long you are using reliance JIO services?

Total customers =32

| Options	1 month	2-3 month	3-4 month	More than 1 year
NO of respondents	3	2	2	25
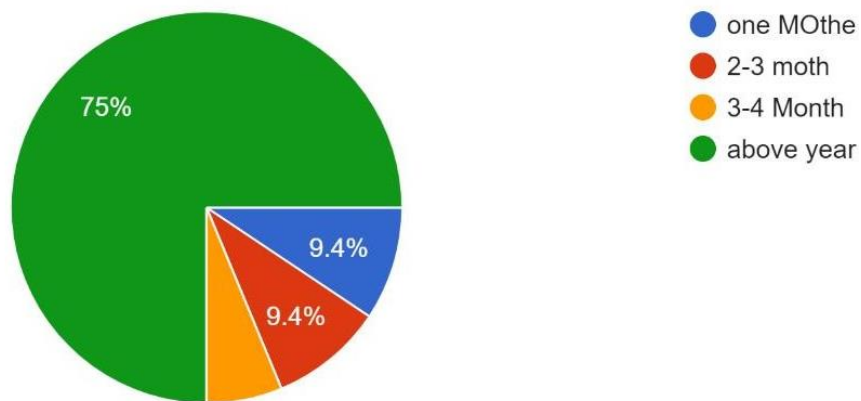
Analysis and interpretation: - From the data surveyed and collected, 32 of the population statesthat Reliance JIO is pretty good in its services which comprises of 20 people. And 9% population statesthat they have been using Reliance JIO services for one month. Where,9.4% of population states that they have been using reliance JIO for 2-3 month.7% of population states that they have been using reliance JIO for 3-4 month. And 75% of population states that they have been using reliance JIO for more than a year. Since this data is confined to a limited number of people, the survey results are confined to them and to the survey of the entire country. This question was asked to know about the satisfaction of customers regarding how long they were using services of Reliance JIO. And since we all know that JIO provides many services to its customers majority of people were satisfied with its services and since connectivity has a major issue people sometimes find its services are average and could be updated to something better in terms of connectivity.   39

6.Do you think reliance JIO is worth their price?

Total customers =32

| Options	Strongly disagree	Disagree	Neutral	Agree	Stronglyagree
NO of respondent	2	5	5	16	4
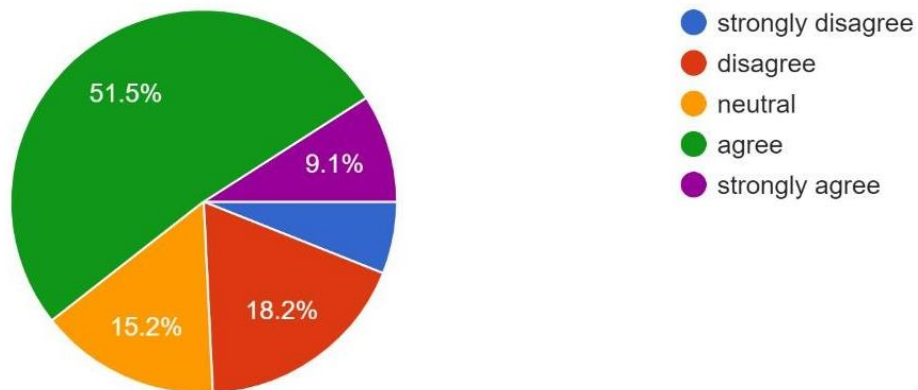
Analysis and Interpretation: - In study found that 54% of respondent are agree reliance JIO worth their price that mean reliance JIO provide affordable product at reasonable cost.9% of respondent are strongly agree that reliance JIO worth their price. Rest respondent have neutral and disagree with reliance JIO is worth their price. Hence majority of people satisfy with price of JIO product.

7.Do you think price of reliance JIO product in attractive than othercompetitors?

Total customers =32

| Options	Yes	No	Maybe
No. of respondent	21	10	1
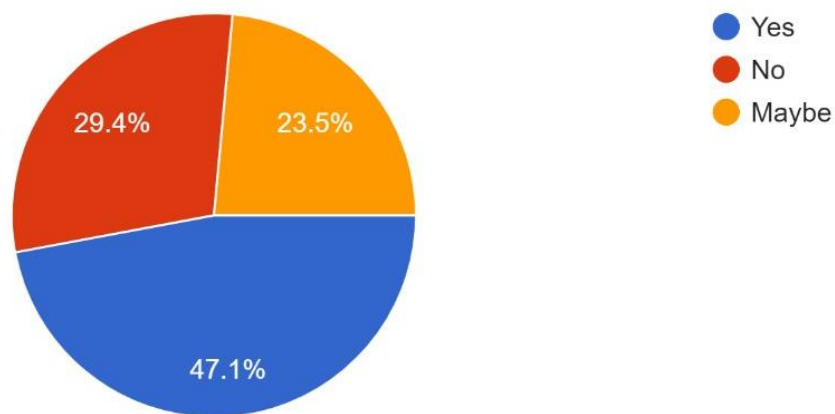
Analysis and Interpretation: - 47% of respondents are feel reliance JIO products price is more attractive than other competitors. 29.4% of respondents are good thing associate with innovative features. It is found in above graph that mainly respondents are telling that reliance JIO product are value of money. 41

8.Which problems do you think you are facing while using reliance JIO?

Total customers =32

Options	Network	Voice call failure	Trafficplan	Buy JIO apps	Others problem
No. of respondent	14	9	4	4	1

- Network
- Voice call failure
- Traffic plan
- buyer JIo apps
- other Problems

9.7%
22.6%
16.1%
45.2%
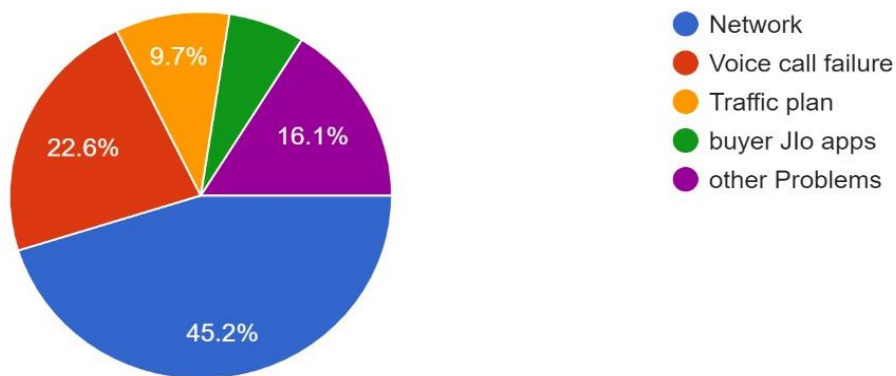
Analysis and interpretation: - 42% of respondents are facing network problem that mean reliance should improve network connectivity. Only 22% respondents were facing voice call failure. due to voicecall failure customer pay voice call charge which is not fair as per TRAI rule. 10% respondent are notfinding traffic plan as per requirement. Hence majority of customer want improvement in network services.

9.Are you satisfying quality of JIO data plan?

Total customers =32

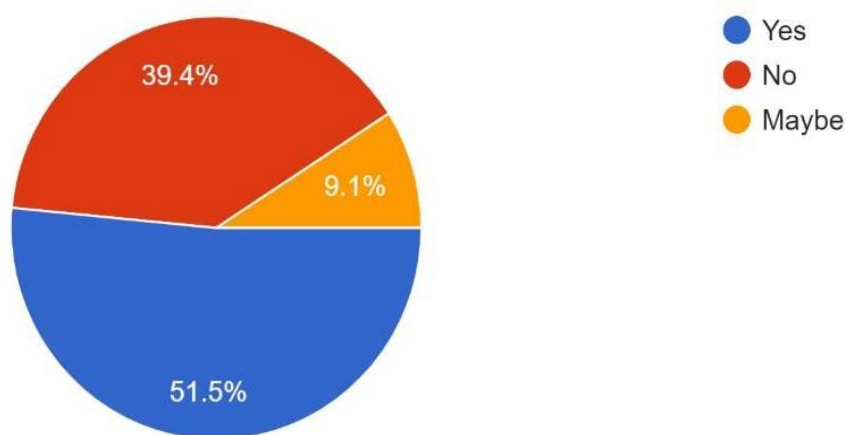| options	Yes	NO	JIO should improve speed
NO of respondent	6	18	8
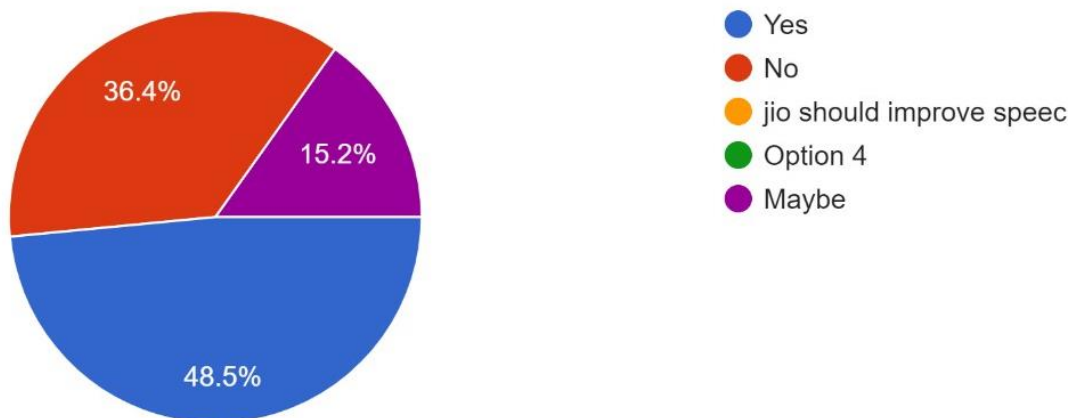
Analysis and interpretation: - The above shows that 48% of respondents are satisfied with quality of reliance JIO data pack speed and continuous connectivity. 32.3% of respondents are moderate level of satisfaction. only 16.1% of respondents are still in respondent are dissatisfied. Hence majority of customer are satisfied by the quality of reliance JIO data plan.

10. Are you satisfied with the quality of network reliance JIO?

Total customers =32

| Options	Yes	No	Maybe
No. of respondent	16	11	5

Analysis and interpretation: - The above shows that 51% of respondents are satisfy with quality of Network. 40% of respondents are not satisfy with quality of network reliance JIO. Hence majority of customer are satisfied by the network.

11. Are You Satisfing with Voice Quality of Jio Network?

Total customers =32

| Options	Yes	no	MAY BE
NO. of respondent	23	7	2
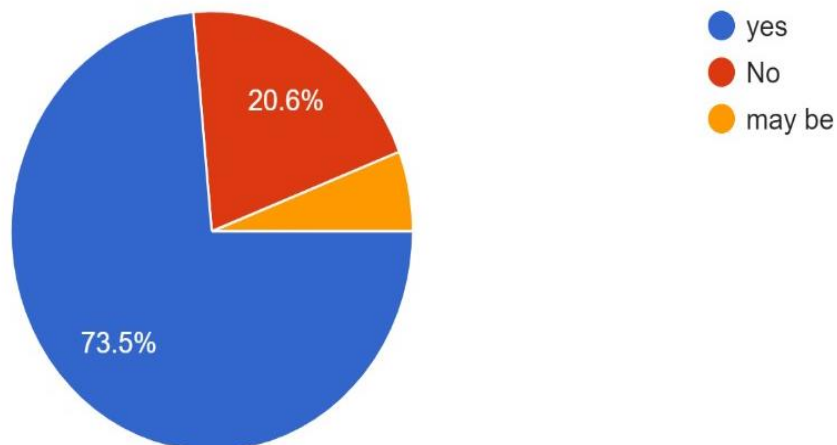
Analysis and interpretation: - It is clear that the above table 73% of respondent are satisfy with voice quality of reliance JIO network. 20% of respondents are not satisfy voice quality of reliance JIO so that reliance JIO should their voice quality of call.

12.What is the distance of reliance JIO store from your location?

Total customers = 32

| Options	2KM	5KM	7KM	NOT AVAILABLE
No of respondent	7	6	17	2
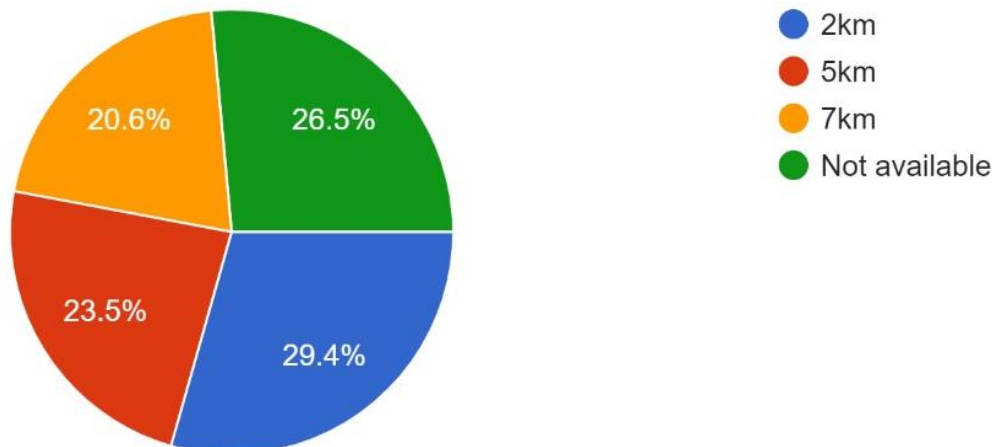
Analysis and interpretation: - from the pie chart show that 29% customer have convenient store2km from their location. 23% of customer convenient store within 5km from their location and 26% of customer have convenient location within 7km from their location. 26% of respondent don't have location from their location, hence majority of customer easily reach out reliance JIO store and buy their product, solve their problem.

13.would you like to recommend JIO to others?

Total customers =32

| Options	YES	NO	MAY BE
No. of Respondents	15	6	11
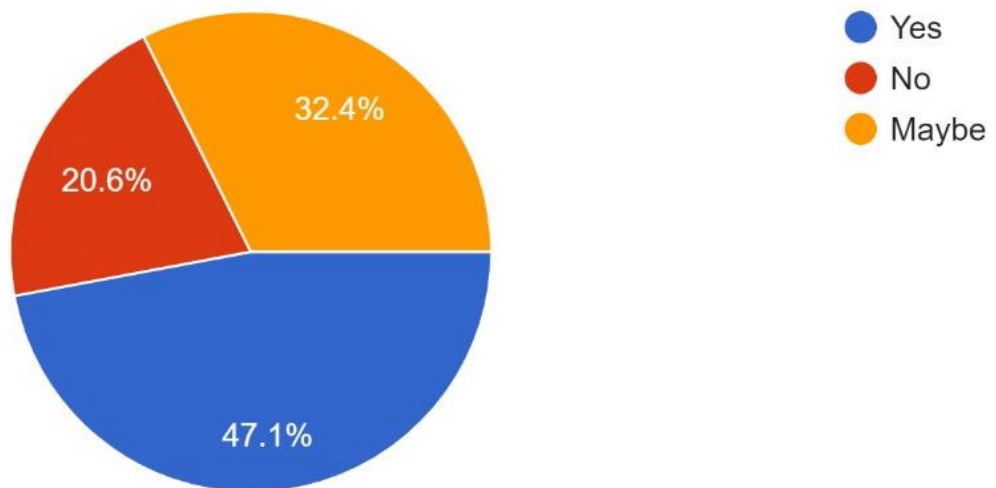
Analysis and Interpretation: - in study found that 47% of customer recommend reliance JIO product to others person that mean they are satisfy of reliance JIO product. 20% of customer don't recommend reliance JIO product. hence majority of exist customer satisfy with reliance JIO product.

14.How much time take to activation services of reliance JIO?

| options	Within 2 hours	Within 1 day	Within 2 days	Within 1 week
No. of respondents	12	12	4	2

Total customers =32
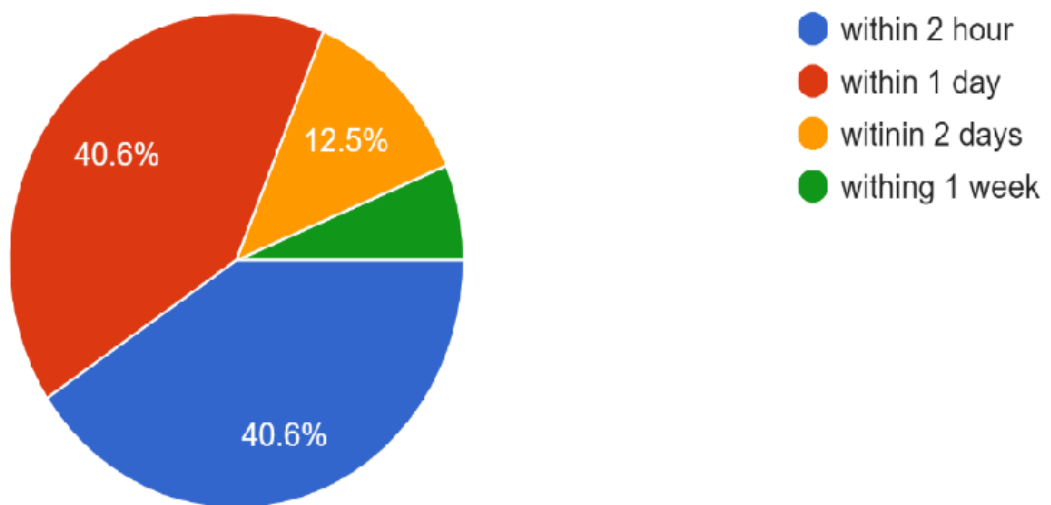
Analysis and interpretation: -in study found that reliance JIO sim started their activation services within 2 hours that statement support by 40% of customer. 40% of customer said that their reliance JIO sim activation starts within 1 days and 12% of customer services start within 2 days. 8% of customer wait 1 week for activation for their services. Hence overall reliance JIO sim and war fi activation services are fast.

15.What should be improved in reliance JIO?

Total customers =32

Options	Improve in network coverage	Remove calling congestion	Update android apps	others
No. of respondent	18	6	5	3

- improve in network coverage
- remove calling congestion
- upgrade in android version
- other
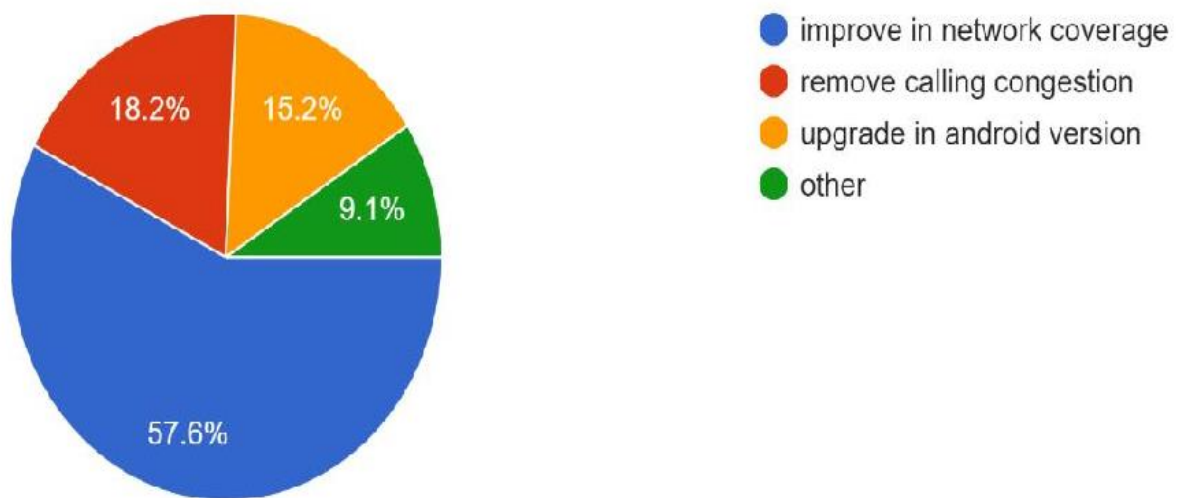
Analysis and interpretation: - According to the survey, the question was asked that what services should be improved by the reliance JIO.22% of the population states that network coverage should be improved which include 40 of the people.13% of the population states that they should remove calling congestion. Whereas,59% of the population states that they should upgrade in the android version. And 6% of population think they should improvise the other services. since this data is confined to a limited number of people, the survey results are confined to them and to the survey ofthe entire country.   49

CHAPTER-VI

FINDINGS & SUGGESTIONS

FINDINGS:

1. It is understood from the survey that 25% respondents are male and 25% respondents are female.

2. Majority of the respondent's age group are below 25 years to 35.04%.

3. 80% of respondents are graduates.

4. 90% of respondents are Students.

5. Majority of the respondents (29.27%) are salaried monthly income of Rs.15000 - 20000.

6. 35.90% of the respondents feel satisfaction of advertisement.

7. 41.02% of the respondents are feeling satisfied

8. 44.66% of the respondents are fully aware of Reliance JIO

9. Majority of the respondents come under unlimited data service to 30.56%.

10. Most of the respondents feel network coverage to 53.20%.

11. It is clearly understood that majority of the respondents (64%) are suggesting to improve thenetwork coverage of JIO.

12. It is disclosed that most of the respondents (46.00%) are aware of JIO through mouth publicity.

SUGGESTIONS:

❖ Try to improve network facilities. No network coverage on border areas and high-altitude areas so provides more tower network connections.

❖ Try to continue the offers provided in the initial stage of introduction

❖ Spread out awareness about JIO in deep routed rural areas.

❖ Remove the problem of calling congestion and call drop.

❖ Customers expect low-cost Reliance phone.

❖ Reliance JIO's frequent update innovation technology when it's required.

❖ drastically in many places. The Reliance JIO sim users are expecting high speed. So increasing network speed to great extent. It would be better.

CHAPTER-VII

CONCLUSION

CONCLUSION:

Reliance Jio's success in achieving high customer satisfaction and preference is a result of its innovative, customer-focused strategies. By offering affordable, high-quality telecommunications services and continuously innovating to meet customer needs, Jio has set a new benchmark in the industry.

To sustain and enhance customer satisfaction, Reliance Jio should focus on continuous improvement of its network infrastructure, expanding its range of value-added services, and ensuring exceptional customer service. These efforts will help Jio maintain its competitive advantage and continue to lead the market in customer satisfaction and preference.

For Reliance Jio to maintain its leadership position in the Indian telecom market, it must focus on continuous service improvement, address specific customer needs, and adapt to market changes. By leveraging the insights gained from this study, Jio can implement targeted strategies to boost customer satisfaction, foster loyalty, and drive long-term success in a highly competitive environment.

The study found out that most of the respondents are satisfied with JIO services and they recommended the company to improve their network coverage and to wipe out the calling congestion. Reliance JIO is capturing the wide area of Indian markets increasingly day by day. Hence these statistics imply a bright future to the company. It can be said that in near future, the company will be booming in the telecom industry.

After the analysis of the following data, it can be concluded that **Null Hypothesis** i.e.H0: Price has no impact on customer preference for Reliance Jio services. H0: There is no significant association between customer satisfaction and loyalty towards Reliance Jio.is rejected. Hence, **Alternative Hypothesis i.e.** H1: Price significantly influences customer preference for Reliance Jio services H1: Customer satisfaction is significantly associated with loyalty towards Reliance Jio. is accepted.

CHAPTER-VIII

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➢ https://en.m.wikipedia.org/wiki/Jio

➢ www.autindia.com

➢ www.nptel.in

ANNEXURE

ANNEXURE:

Gender: _____

Occupation: _____

Age: _____

1. **Are you aware of Reliance JIO products?**

o Yes

o No

2. **Have you heard of the about brand name before?**

o Yes

o No

3. **What is awareness level of reliance JIO?**
o Fully Aware
o Aware
o Little bit aware
o Not aware

4. **How quick management is responding against any complaints?**

o Just ignoring

o Not taking seriously

o Neutral

o Taking seriously

5. Since how long you are using reliance JIO services?

o 1 month

o 2-3 month

o 3-4 month

o More than 1year

6. Do you think reliance JIO is worth their price?

o Strongly disagree

o Disagree

o Neutral Agree

o Strongly agree

7. Do you think price of reliance JIO product in attractive than other competitors?

o Yes

o No

o Maybe

8. Which problems do you think you are facing while using reliance JIO?

o Network

o Voice call failure

o Traffic plan

o Buy JIO apps

o Others problem

9. Are you satisfied with the quality of JIO data plan?

o Yes

o NO

o JIO should improve speed

10. Are you satisfying quality of network reliance JIO?

o Yes

o No

o Maybe

11. Are You Satisfying with Voice Quality of Jio Network?

o Yes

o No

o Maybe

59

12. What is the distance of reliance JIO store from your location?

o 2KM

o 5KM

o 7KM

o NOT AVAILABLE

13. Would you like to recommend JIO to others?

o YES

o NO

o MAY BE

14. How much time take to activation services of reliance JIO?

o Within 2 hours

o Within 1 day

o Within 2 days

o Within 1 week

15. What should be improved in reliance JIO?

o Improve in network coverage

o Remove calling congestion

o Update android apps

o others