



TO ANALYSE AND INVESTIGATE CUSTOMER SATISFACTION TOWARD

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ABSTRACT

This study aims to analyze and investigate customer satisfaction towards Jio SIM services, focusing on key factors such as network quality, internet speed, call connectivity, customer service, pricing, and overall user experience. As one of the leading telecom service providers in India, Jio has rapidly gained a significant market share since its launch, making it crucial to understand how customers perceive its offerings. The research gathers data through surveys and feedback to identify strengths and areas needing improvement. By evaluating customer responses and satisfaction levels, the study provides valuable insights into consumer expectations, helping Jio enhance its services and maintain a competitive edge in the telecommunications industry.

1. INTRODUCTION

Customer satisfaction is a crucial determinant of a company's long-term success, particularly in the highly competitive telecommunications industry. The rapid expansion of mobile networks and the increasing reliance on internet connectivity have made service quality, affordability, and customer experience key factors in shaping consumer preferences. Among the leading telecom service providers in India, Jio has emerged as a dominant player, revolutionizing the industry by introducing cost-effective data plans, seamless connectivity, and an extensive range of digital services. This study aims to analyse, assess, and investigate customer satisfaction towards Jio SIM in Coimbatore city, focusing on various dimensions such as network quality, pricing strategies, customer service, and overall user experience. Jio disrupted the Indian telecom



market by offering free voice calls and low-cost data plans, which led to a massive surge in its subscriber base. However, despite its affordability and market penetration, customer satisfaction levels vary based on service quality, network coverage, and after-sales support. In Coimbatore, a major commercial and industrial hub in Tamil Nadu, mobile network efficiency is critical for both business and personal communication. With a growing population and an increasing demand for high-speed internet, Jio's performance in terms of network coverage, data speed, and customer support plays a significant role in shaping consumer perception. Understanding how Jio users in Coimbatore evaluate these factors will provide valuable insights into the company's strengths and areas for improvement.

One of the primary aspects influencing customer satisfaction is network quality, including call clarity, data speed, and signal stability. Users expect uninterrupted service for daily activities such as online transactions, virtual meetings, entertainment streaming, and social media engagement. Any disruption in connectivity can lead to dissatisfaction, prompting customers to consider alternative service providers. Additionally, affordability remains a significant factor, as many consumers prefer cost-effective plans with high data benefits.

2. LITERATURE OF MAIN CONTENTS

2.1. OBJECTIVES OF THE STUDY

- To analyse customer satisfaction levels towards Jio SIM in Coimbatore based on network quality, data speed, and call clarity.
- To assess the impact of Jio's pricing, recharge plans, and customer service on user experience and loyalty.
- To identify key areas for improvement in Jio's services and suggest strategies to enhance customer satisfaction.
- To analysis network performance for evaluate call quality, internet speed and coverage issues.



2.2. SCOPE OF THE STUDY

The scope of this study focuses on analysing customer satisfaction towards Jio SIM in Coimbatore, considering key factors such as network coverage, data speed, call quality, pricing, and customer service. The research will assess user experiences and preferences to understand the strengths and weaknesses of Jio's services in the region. The study targets Jio users across different age groups, occupations, and income levels to provide a comprehensive analysis of their satisfaction levels. It will also explore consumer expectations, potential service improvements, and factors influencing customer retention.

The insights gained from this study can help Jio enhance its service quality, improve customer experience, and strengthen its market position in Coimbatore. The findings may be beneficial for telecom industry stakeholders in understanding customer behaviour and optimizing service strategies.

2.3. STATEMENT OF THE PROBLEM

The rapid expansion of the telecommunications sector has intensified competition among service providers, making customer satisfaction a key determinant of long-term success. Despite Jio's dominance in the Indian telecom market due to its affordable data plans and extensive network coverage, customer satisfaction levels vary based on factors such as service quality, network reliability, customer support, and pricing. In Coimbatore, a city with a growing demand for high-speed internet and seamless connectivity, assessing consumer perceptions towards Jio SIM is essential to understanding its performance and identifying areas for improvement. This study aims to analyse the extent to which Jio meets customer expectations, investigating issues related to network stability, data speed, call quality, affordability, and overall service experience. By evaluating these factors, the research seeks to provide insights into customer satisfaction levels and recommend strategies to enhance Jio's service efficiency and user experience in Coimbatore.



2.4. RESEARCH METHODOLOGY

This study adopts a quantitative research methodology to analyse customer satisfaction towards Jio SIM in Coimbatore. Data will be collected through a structured questionnaire, targeting a diverse group of Jio users. The responses will be statistically analysed to identify trends, patterns, and correlations related to network performance, pricing, and customer service. This approach ensures objective and measurable insights, helping to draw data-driven conclusions and recommendations for service improvements.

2.5. DATA COLLECTION METHOD

This study employs both primary and secondary data collection methods to analyze customer satisfaction towards Jio SIM in Coimbatore. Primary data is gathered through a structured questionnaire, directly collecting responses from Jio users regarding their experiences with network quality, pricing, and customer service. Secondary data is obtained from existing literature, industry reports, company websites, and telecom regulatory sources to support and validate the findings.

Combining both methods ensure a comprehensive understanding of customer satisfaction and market trends.



3. ANALYSIS AND DISCUSSION

TABLE : 3.1

TABLE SHOWING THE AGE OF THE RESPONDENTS

Age of the Respondents

Age Group	Respondents	Percentage (%)
Below 18 years	12	12%
18 – 25 years	28	28%
26 – 35 years	24	24%
36 – 45 years	18	18%
Above 45 years	18	18%
Total	100	100%

Interpretation:

The majority of the respondents belong to the 18-25 years age group, accounting for 28% of the total sample. This indicates that young adults are the dominant users of Jio SIM in Coimbatore. The 26-35 years and 36-45 years age groups also show a significant presence, making up 24% and 18% of the respondents, respectively..

CHART : 3.1

CHART SHOWING THE AGE OF THE RESPONDENTS

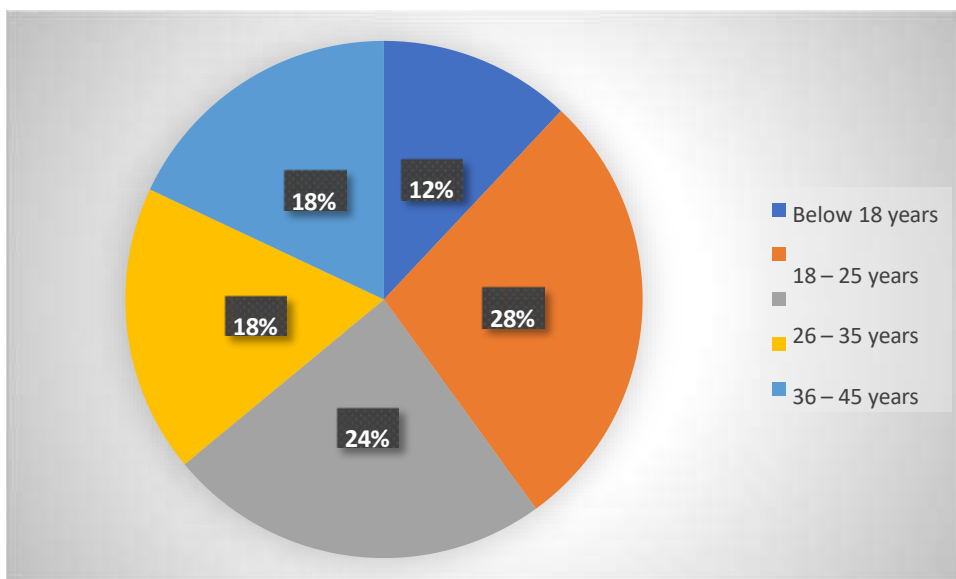




TABLE : 3.2

TABLE SHOWING OVERALL SATISFACTION WITH JIO'S SERVICES

Overall Satisfaction with Jio's Services

Overall Satisfaction with Jio's Services	Respondents	Percentage (%)
Very satisfied	20	20%
Satisfied	40	40%
Neutral	15	15%
Dissatisfied	15	15%
Very dissatisfied	10	10%
Total	100	100%

Interpretation:

The majority of respondents (40%) are satisfied with Jio's services, while 20% are very satisfied, indicating a positive overall perception. However, 15% remain neutral, suggesting room for improvement. 25% of users (15% dissatisfied and 10% very dissatisfied) express dissatisfaction.

CHART : 3.2

CHART SHOWING OVERALL SATISFACTION WITH JIO'S SERVICES

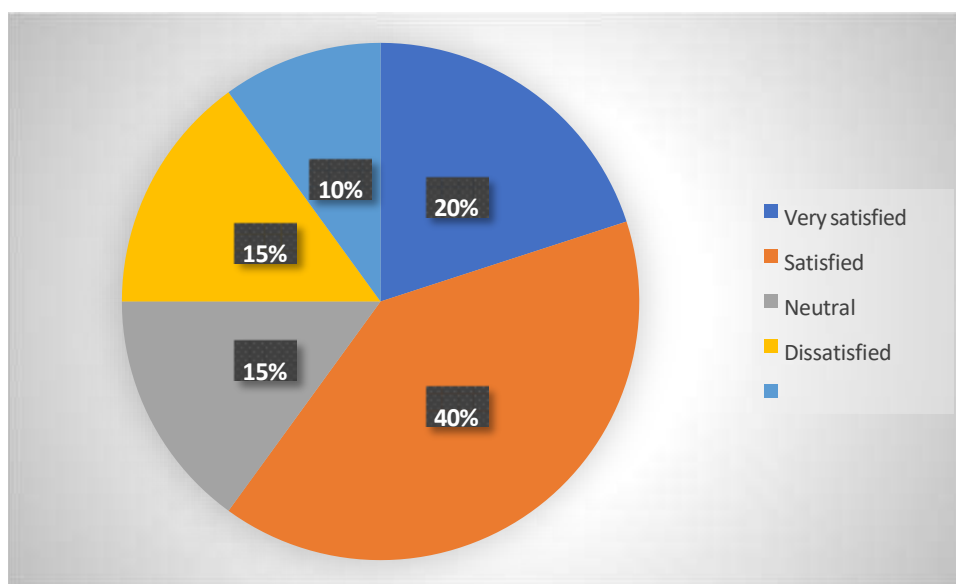




TABLE : 3.3

**TABLE SHOWING SATISFACTION WITH JIO'S PRICING AND
RECHARGE PLANS**

Satisfaction with Jio's Pricing and Recharge Plans

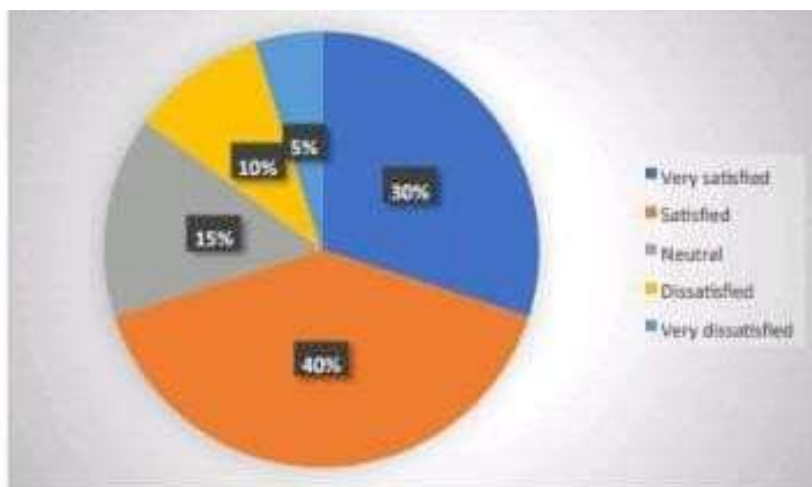
Pricing and Recharge Plans	Respondents	Percentage (%)
Very satisfied	30	30%
Satisfied	40	40%
Neutral	15	15%
Dissatisfied	10	10%
Very dissatisfied	5	5%
Total	100	100%

Interpretation:

A majority of respondents (40%) are satisfied with Jio's pricing and recharge plans, and 30% are very satisfied, indicating that most customers find Jio's pricing competitive and affordable. 15% of users remain neutral, suggesting that pricing might not be a deciding factor for them

CHART : 3.3

**CHART SHOWING SATISFACTION WITH JIO'S PRICING AND
RECHARGE PLANS**





4. CONCLUSION

The study on customer satisfaction towards Jio SIM in Coimbatore City provides valuable insights into various factors influencing user experiences, preferences, and concerns. The findings reveal that a significant portion of Jio users appreciate its affordable pricing, competitive recharge plans, and additional digital services. However, there are also notable concerns related to network coverage, data speed, and customer support quality, which impact overall satisfaction levels. While Jio has gained a strong foothold in the telecom market through its cost-effective offerings and widespread accessibility, it still faces challenges in ensuring consistent network performance, resolving call drop issues, and enhancing service reliability. The research highlights that network coverage, data speed, and pricing strategies play a crucial role in shaping customer perceptions. Many users remain loyal to Jio due to its affordability, but some have considered switching to other providers due to service related issues. The study also finds that customer service responsiveness needs improvement, as some respondents reported difficulties in reaching Jio's support team and resolving their concerns effectively. Moreover, the demand for better network stability and faster internet speeds suggests a need for infrastructure upgrades and optimized bandwidth management. To maintain its competitive edge, Jio must focus on continuous service enhancement, expanding its network reach, and offering innovative solutions to meet evolving consumer expectations. By addressing the identified shortcomings and implementing strategic improvements, Jio can strengthen customer trust, retain its user base, and further solidify its position as a leading telecom provider in India. Ultimately, ensuring high customer satisfaction through superior service quality, seamless connectivity, and personalized offerings will be key to Jio's sustained success in the highly competitive telecom industry.



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