



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

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A STUDY ON CONSUMER PREFERENCE TOWARDS JIO NETWORK IN MADURAI CITY

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Abstract

This study examines consumer preference towards Jio network in Madurai City, focusing on the factors influencing customers' choice and satisfaction levels. The rapid growth of the telecom sector in India has intensified competition among service providers, making it essential to understand consumer expectations and perceptions. The primary objective of this research is to analyze the key determinants such as pricing, network coverage, internet speed, service quality, promotional offers, and customer support that shape consumer preference for Jio. The study is based on primary data collected through structured questionnaires distributed to Jio users in Madurai City, along with secondary data from journals, websites, and company reports. A descriptive research design was adopted, and simple statistical tools such as

percentage analysis and charts were used to interpret the data. The findings indicate that affordable data plans, wide 4G coverage, attractive offers, and high-speed internet services are the major factors driving customer preference towards Jio. However, certain respondents expressed concerns regarding network congestion during peak hours. Overall, the study concludes that Jio holds a strong competitive position in Madurai City due to its cost-effective services and consistent innovation in the telecom market.

Keywords: Jio, Consumer Preference, Telecom Industry, Customer Satisfaction, Network Coverage, Data Plans, Service Quality, Pricing Strategy, Madurai City, 4G Services.



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Introduction

The telecommunications industry in India has witnessed remarkable growth over the past decade, driven by technological advancement, increasing smartphone penetration, and affordable data services. The entry of Jio has significantly transformed the telecom landscape by introducing low-cost data plans, free voice calls, and widespread 4G services. Its aggressive pricing strategy and innovative service offerings have intensified competition among telecom operators and reshaped consumer expectations across urban and semi-urban markets. Consumer preference plays a vital role in determining the success of any service provider in this highly competitive environment. Factors such as pricing, network coverage, internet speed, service reliability, promotional offers, brand image, and customer support greatly influence customers' choice of a telecom network. Understanding these factors is essential for companies to design effective marketing strategies and enhance customer satisfaction. Madurai City, being one of the major urban centers in Tamil Nadu, represents a diverse consumer base comprising students, professionals, business owners, and homemakers. With the increasing dependence on mobile internet for communication, online education, digital payments, social media, and entertainment, selecting a reliable telecom network has become an important decision for consumers.

In this context, analysing consumer preference towards Jio Network in Madurai City provides valuable insights into user behaviour and satisfaction levels. This study aims to examine the key determinants influencing consumers' preference for Jio, assess their satisfaction levels, and identify areas where improvements may be required. The findings of this research will help in understanding market trends and contribute to strategic decision-making in the telecom sector.

Statement of the Problem

The telecom industry in India has become highly competitive with multiple service providers offering similar services. Consumers face difficulty in selecting the most suitable network based on price, coverage, and service quality. Although Jio has gained significant market share, customer opinions may vary across regions. In Madurai City, users experience differences in network speed, connectivity, and customer support. There is a need to understand the factors influencing consumer preference towards Jio Network. Hence, this study attempts to analyze customer satisfaction and identify areas for improvement.

Scope of the Study

The study focuses on consumer preference towards Jio Network in Madurai City. It examines factors such as pricing, network coverage, internet speed, and service



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quality. The research is limited to selected respondents within the city. The findings help in understanding customer expectations and improving telecom services.

Objectives

- To evaluate consumer satisfaction with Jio's network coverage, data speed, and call quality in urban and semi-urban areas of Madurai.
- To analyze the impact of Jio's pricing strategies and value-added services, such as Jio apps, on consumer preference and loyalty.
- To assess the effectiveness of Jio's customer service, including response time and problem resolution, in meeting consumer expectations.

Research Methodology

This study examines consumer preference towards Jio network in Madurai City. Jio delivers high-speed 4G and 5G connectivity through an extensive infrastructure of telecom towers and fiber-optic networks. Its broadband service, JioFiber, provides high-speed internet supported by Optical Network Terminals (ONT). The network operates across multiple spectrum bands such as 700 MHz, 1800 MHz, 2300 MHz, 3500 MHz, and 26 GHz to ensure wider coverage and improved service quality. The company also strengthens its operations through partnerships with leading telecom

equipment providers and maintains customer service centers in Madurai for better support and accessibility.

Primary Data

Primary data were collected directly from consumers in Madurai City using a well-structured questionnaire. The questionnaire included questions related to pricing, network coverage, internet speed, service quality, and overall satisfaction.

Secondary Data

Secondary data were gathered from journals, research articles, magazines, newspapers, company reports, official websites, and other relevant publications to support the study.

Sampling Design

The study adopted a non-random convenience sampling method. A total of 70 respondents from Madurai City were selected for the study. Efforts were made to include respondents from different age groups, occupations, and income levels to ensure better representation.

Tools for Analysis

The collected data were analyzed using simple percentage analysis. The results were presented in tables and charts for clear interpretation.



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Limitations of the Study

The study is geographically limited to Madurai City; therefore, the findings may not represent consumer preferences in other regions.

The sample size was limited to 70 respondents due to time and resource constraints, which may affect the generalization of the results.

Review of Literature

- Jones and Sasser (1995) in their study stated that “achieving customer satisfaction is the main goal for most service firms today.” They emphasized that increasing customer satisfaction directly affects market share, profitability, and corporate survival. Their findings show that satisfied customers provide positive recommendations and reduce marketing expenditure for companies.
- Hill and Alexander (2000) explained that companies have now made significant investments in database marketing, relationship management, and customer planning to move closer to their customers’ satisfaction. They highlighted that customer-centric strategies are essential for long-term growth.
- Kalpana and Chinnadurai (2006) in their study titled “Promotional Strategies of Cellular Services: A Customer Perspective” analyzed the changing preferences of customers in Coimbatore city. They concluded that promotional activities play a vital role in shaping consumer attitudes, though many customers viewed the strategies as sales-oriented rather than customer-oriented.
- Philip Kotler (2008) observed that customer satisfaction depends on the difference between perceived performance and expectations. If performance matches or exceeds expectations, satisfaction is achieved; otherwise, dissatisfaction results. His study also suggested that customer feedback surveys are useful tools to identify potential problems and improve service.
- Gupta and Sharma (2017) found that the entry of Jio created a revolutionary impact on the Indian telecom sector. By offering free voice calls and affordable data packs, Jio attracted millions of consumers and reshaped market competition. The study highlighted that pricing and data availability were the strongest determinants of consumer preference.
- Ramesh and Priya (2018) conducted a study in Tamil Nadu and observed that most urban consumers preferred Jio due to its low tariffs and internet speed. They also pointed out that customer care service and network coverage influenced retention. The study emphasized that

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young consumers were more inclined towards Jio because of their heavy internet usage.

- Kavitha (2019) revealed that Jio succeeded in creating brand loyalty among students and working professionals. Her study noted that Jio’s innovative promotional strategies, coupled with affordable data packs, changed the pattern of mobile usage. She concluded that competitive pricing is a major factor for consumer preference.

indicates that network reliability and accessibility are top priorities for most users. Affordable tariff plans come next at 24.3%, suggesting that price sensitivity is also a major consideration, especially among the largely student and low-income demographic shown in earlier charts. Recommendations from friends/family influence 18.6%, reflecting the role of social trust in decision-making. Meanwhile, 14.3% of users are attracted by offers or cashback, which, while relevant, appear less impactful than core service quality and affordability.

Data Analysis

Table: 1
Distribution of Primary Reason for Choosing Jio Network

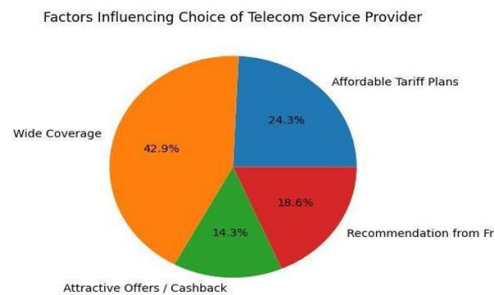
Factor	No.of Respondents	Percentage
AFFORDABLE TARIFF PLANS	17	24.3%
WIDE COVERAGE	30	42.9%
ATTRACTIVE OFFERS / CASHBACK	10	14.3%
RECOMMENDATION FROM FRIENDS/FAMILY	13	18.6%
TOTAL	70	100%

Source: Primary Data

Interpretation

The pie chart represents the key factors influencing users' choice of a telecom service provider. The most significant factor is wide coverage, cited by 42.9% of respondents. This

Chart 1
Distribution of Primary Reason for Choosing Jio Network



Findings

The study on consumer preference towards Jio in Madurai City reveals that network-related factors play a dominant role in selecting a telecom service provider. The majority of respondents (42.9%) prefer a provider with wide coverage, indicating that reliability and uninterrupted connectivity are



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the most important determinants. Affordable tariff plans (24.3%) are the second most influential factor, highlighting the price-sensitive nature of consumers, particularly students and low-income groups.

Recommendations from friends and family (18.6%) also significantly influence consumer decisions, showing the importance of social trust and word-of-mouth communication. Promotional offers and cashback schemes (14.3%) have comparatively lower influence, suggesting that while discounts attract attention, consumers prioritize core service quality over short-term benefits. Overall, the findings confirm that strong network coverage, reasonable pricing, and positive customer perception are the key drivers of preference towards Jio in Madurai City.

Suggestions

- Jio should continue to strengthen its network coverage and reduce congestion issues during peak hours to maintain customer trust.
- Affordable and flexible tariff plans should be maintained, especially targeting students and middle-income users.
- The company can enhance referral programs and customer engagement strategies to leverage word-of-mouth influence.

- While promotional offers should continue, greater focus must be placed on consistent service quality and customer support.
- Regular feedback collection from users in Madurai City can help identify service gaps and improve overall satisfaction.

Conclusion

The present study on consumer preference towards Jio in Madurai City highlights the key factors influencing customers' choice of telecom services. The findings clearly indicate that wide network coverage is the most significant determinant, as consumers prioritize reliability and uninterrupted connectivity for their daily communication and internet needs. Affordable tariff plans also play a crucial role, especially among students and middle-income groups who are highly price-sensitive. The study further reveals that recommendations from friends and family influence consumer decisions to a considerable extent, emphasizing the importance of customer satisfaction and positive word-of-mouth. Although promotional offers and cashback schemes attract users, they are less influential compared to service quality and pricing. This shows that consumers value long-term benefits and consistent performance over temporary incentives. Overall, Jio holds a strong position in Madurai City due to its competitive pricing, wide coverage, and



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innovative service offerings. However, continuous improvement in network stability and customer support is essential to sustain customer loyalty. The study concludes that maintaining quality service and understanding consumer expectations are key to long-term success in the competitive telecom market.

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