
Consumer Satisfaction Towards Reliance JIO Service

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ABSTRACT

This study aims to analyse consumer satisfaction towards Reliance Jio services, with special reference to Perinthalmanna Taluk in Malappuram district, Kerala. The entry of Reliance Jio into the Indian telecommunications market in 2016 disrupted the industry by offering affordable data plans and free voice calls, fundamentally changing consumer behaviour and market dynamics. This research employs a descriptive research design with a sample size of 50 respondents selected through convenient sampling. Primary data was collected using a structured questionnaire, while secondary data was gathered from various books, reports, and websites. The findings reveal that 68% of respondents are aged between 18-30 years, 64% are male, and 42% reside in semi-urban areas. The study indicates that 62.5% of customers are satisfied with Jio services, with 54% rating network coverage as good. However, respondents identified network coverage and customizable plans as areas requiring improvement. The research concludes that while Reliance Jio has successfully captured a significant market share and maintains high customer satisfaction levels, there remains scope for enhancement in network infrastructure and service personalization.

KEYWORDS: *Consumer satisfaction, Reliance Jio, Telecommunications, Network coverage, Digital services, Customer loyalty*

INTRODUCTION

After the globalization of the Indian economy in 1991, the telecommunication sector emerged as one of the most dynamic and rapidly evolving sectors in the country. India's telecommunication network has become the second largest in the world based on the total number of telephone users, encompassing both fixed and mobile phone connections. The sector has undergone a diverse transformation over the years, characterized by one of the lowest call tariffs globally, enabled by extensive telephone networks and intense competition among service providers. According to the Internet and Mobile Association of India (IAMAI), the Internet user base in the country stood at 759 million users as of May 2023.

Reliance Jio Infocom Limited, a subsidiary of Jio Platforms, has emerged as the largest mobile network operator in India and the third largest in the world, with approximately 46.37 crore subscribers. The company operates a national LTE network with coverage across all 22 telecom circles in India, offering 4G and 4G+ services throughout the country and 5G+ services in numerous cities, with 6G services currently under development. The company launched its beta services on 27 December 2015 and made them publicly available on 5 September 2016, fundamentally altering the competitive landscape of Indian telecommunications.

Consumer satisfaction represents a critical metric in marketing that evaluates customer experience and measures how effectively products and services meet or surpass customer expectations. Understanding consumer preferences and satisfaction levels is essential for any organization seeking to achieve its objectives, as manufacturers must plan production and distribution to align with consumer convenience rather than organizational convenience alone.

1. Products and Services of Reliance Jio

Reliance Jio offers a comprehensive portfolio of telecommunications products and services:

Mobile Broadband: The Company launched its 4G broadband services throughout India in September 2016, offering fourth-generation data and voice services along with peripheral services including instant messaging and streaming movies and music. On 5 October 2022, Jio launched 5G services in major metropolitan areas including Delhi, Mumbai, Kolkata, Chennai, Varanasi, Siliguri, Bangalore, Hyderabad, and Nagpur.

Reasonable Gadgets: Jio has collaborated with major gadget manufacturers worldwide to ensure the accessibility of 4G LTE cell phones across all price points, from ultra-premium models to entry-level devices.

Jio Drive: This application delivers cloud storage capabilities to every smartphone, enabling users to store, synchronize, and share content between their own devices and with companions.

Digital Training and Healthcare: The company facilitates connectivity between instructors and students in remote areas and enables access to expert medical advice anytime, anywhere.

Jio-Fiber: In August 2018, Jio began testing triple-play Fiber to the home services, officially launching Jio-Fiber on 5 September 2019. The service includes broadband internet with speeds ranging from 100 to 1000 Mbit/s, along with television and landline telephone services. The company also announced plans to offer streaming of films still in theaters ("First Day First Show") to eligible subscribers.

Jio Business: The company offers connectivity solutions designed for business-class customers, bundling services provided by Jio Platforms, Reliance Retail, and Office 365.

REVIEW OF LITERATURE

- **Pawan Kalyani (2016)** conducted an empirical study on Reliance Jio's effect, competitor reactions, and customer perceptions regarding Jio's pre-launch offer. The research examined the awareness about Jio's offerings, competitor responses from Vodafone, Airtel, and BSNL, and the marketing strategy adopted by Reliance Jio to capture market share.
- **Noorul Haq (2017)** analyzed the impact of Jio's launch on Indian customers and market players, considering market conditions, customer base, and company profitability. The study also examined temporary impacts and future prospects.
- **Rakhi Arora and Pinky Arora (2017)** studied Reliance Jio as a digital revolution transforming the telecommunications industry landscape, examining the 7Ps of Reliance Jio for competitive advantage and sustainable growth, along with financial results from 2013 to 2017.

- **Neha Agarwal (2017)** measured expectation and perception levels of Reliance Jio services in Guwahati city, finding that expectation levels exceeded perception levels and identifying percentages of delighted, satisfied, and dissatisfied users.
- **Seema Laddha and Apoorva Trivedi (2017)** evaluated customer perception towards the Reliance Jio brand across six dimensions, finding that Jio performed better in value, culture, personality, and usage dimensions but required improvement in product and benefit aspects.
- **P Arora and Nidhi Arora (2018)** conducted a comprehensive analysis of factors affecting acceptance of Reliance Jio in Ahmedabad, focusing on whether users would continue with Jio or shift to other service providers.
- **Dr. C. Geetha and Mrs. S. Anitha Pushpaleela (2018)** observed that Reliance Jio Network represents the fastest network in India, aiming to provide innovative digital content and services to drive India toward global leadership in the digital economy.
- **Himani Upreti, Rupa Khanna Malhotra, Mohit Kumar Ojha, Aishik Garg, and Kamal Pant (2020)** investigated customer satisfaction across nine service quality parameters during pre and post-price hike periods, identifying significant differences in satisfaction levels.
- **Shebin Mohammed Ali (2020)** studied customer satisfaction of Jio telecom in Ernakulam district, Kerala, adopting a customer satisfaction model to understand customer opinions through convenience sampling of 50 respondents.
- **J Daniel (2020)** examined consumer satisfaction towards the 7Ps of marketing mix adopted by Jio Telecom Ltd., using statistical tools including F-test, T-test, and Chi-square to measure customer buying behavior.
- **IA Tanwar and Akhil Kumar Mittal (2020)** examined consumer awareness in telecommunications companies and Reliance Jio, concluding that male respondents in service occupations aged 25-34 years demonstrated greater awareness.

- **Y Razeeth Khan (2020)** examined customer preference and satisfaction towards Reliance 4G Jio services in Tiruchirappalli district, analyzing data from 250 users through percentage and chi-square tests.
- **Bharti Vishwakarma (2020)** examined consumer response to new Jio recharge plans, exploring associations between demographic factors and consumer satisfaction through Chi-Square tests and Cramer statistics.
- **K Sanjeeva Rao (2022)** assessed customer satisfaction towards Jio Services in Secunderabad and Hyderabad, examining interaction effects of demographic profiles on satisfaction levels.
- **Bharath Reddappa (2022)** examined consumer loyalty in Reliance Jio, investigating whether deep discounting and cost leadership strategies can build loyal consumer bases and retain customers.

THEORETICAL FRAMEWORK

1. Reliance Industries Limited

Reliance Industries Limited is an Indian multinational conglomerate company headquartered in Mumbai, Maharashtra, founded by Dhirubhai Ambani in 1958 and currently led by his son, Mukesh Ambani. The company operates across multiple sectors including petrochemicals, refining, oil and gas exploration, retail, telecommunications, and media. Its subsidiary companies include Reliance Retail, Reliance Petroleum, and Reliance Jio Infocomm. RIL is recognized for its focus on technology and innovation and has been instrumental in India's digital transformation through its telecom and internet business.

2. History of Reliance Group

Reliance Industries Limited began as a small textile manufacturing unit in Mumbai and progressively expanded into one of India's largest corporations. During the 1970s, the company diversified into petrochemicals and refining, becoming one of the world's largest petrochemical companies by the 1980s. In 1986, the company became public through its Initial Public Offering (IPO). The 1990s witnessed further diversification into telecommunications, power, and financial services. In 2002, Reliance merged with Indian Petrochemicals Corporation

Limited, and in 2005, it entered the retail sector.

The launch of Reliance Jio Infocomm Limited in 2016 marked a significant milestone in the company's history.

3. Reliance Jio: History and Development

Jio was originally registered in 2007 in Ahmedabad as Infotel Broadband Services Limited. In 2010, Reliance Industries Limited acquired a 95% stake in the company, and in 2013, it was renamed Reliance Jio Infocomm Limited. The company launched its 4G services internally on 27 December 2015 and commercially on 5 September 2016, initially offering free data and voice services. Within one month, Jio gained 16 million subscribers and crossed 100 million users by February 2017. On 5 October 2022, Jio launched 5G services in major cities, completing its nationwide 5G rollout by August 2023.

4. Reliance Jio in Kerala

In Kerala, Jio began its 4G service rollout with pilot launches in select cities, building infrastructure across thousands of towns and villages. Currently, Jio's True 5G services cover all 14 district headquarters and more than 35 major cities in Kerala. The company has acquired spectrum in the 3500 MHz and 700 MHz bands to provide high-quality indoor and outdoor 5G services. Jio has also launched its Air Fiber service in Kerala, with the first connection established in Thiruvananthapuram, enhancing the state's digital connectivity.

RESEARCH METHODOLOGY

1. Statement of the Problem

This study aims to analyze consumer satisfaction towards Reliance Jio service with special reference to Perinthalmanna Taluk in Malappuram district. Despite Reliance Jio offering cost-effective services, achieving 100% customer satisfaction remains questionable. While customers avail Jio services, they may continue spending on other networks, indicating potential satisfaction gaps. If Reliance Jio fails to provide complete satisfaction to its customers, sustaining its market image becomes challenging. Hence, this study undertakes the analysis of satisfaction levels among Jio network customers.

2. Objectives of the Study

- To assess customer satisfaction levels regarding Reliance Jio products and services

- To measure customer awareness about Jio network
- To evaluate market potential and market penetration of Reliance Jio products and service offerings in Perinthalmanna Taluk

3. Scope of the Study

This study covers Reliance Jio customers in the Perinthalmanna Taluk area, attempting to ascertain customer satisfaction levels. Through this research, the company can better understand and meet customer expectations by identifying problems customers face during their engagement with Reliance Jio products. The study's findings will assist in analyzing the overall market position of the company and identifying measures Reliance Jio should adopt to increase market share in the Perinthalmanna Taluk region.

4. Significance of the Study

Despite promising growth in the Reliance Jio sector, telephone density in India remains relatively low compared to international standards, presenting tremendous opportunities for future growth. The industry is expected to continue recording subscriber growth due to low penetration levels, heightened competition, sustained falls in minimum subscription costs, expansion of coverage areas by mobile operators, and government support through schemes such as rural infrastructure rollout funded by Universal Service Obligation (USO) Fund subsidies.

5. Research Design

Population: The study population comprises customers of Reliance Jio in Perinthalmanna Taluk.

Sample Size: Data was collected from 50 Jio customers.

Sampling Method: Convenient sampling was employed for this study.

6. Method of Data Collection

Sources of Data: The study is based on both primary and secondary data. Primary data was collected from respondents using a specially designed questionnaire. Secondary data was gathered from relevant websites, books, reports, and other sources.

7. Tools for Analysis and Presentation

The project employs percentage methods for analyzing collected data. Tables and graphs are utilized for data presentation.

LIMITATIONS OF THE STUDY

1. The 21-day time limit constitutes a significant limitation
2. The study is restricted to Perinthalmanna Taluk only
3. Unpredictable customer behavior may result in accuracy limitations in the data

DATA ANALYSIS AND INTERPRETATION

Table 1: Age Group of Respondents

Age Group	Number of Respondents	Percentage
18-30	34	68%
31-43	6	12%
44-56	6	12%
57-70	2	4%
Above 70	2	4%
Total	50	100%

Interpretation: The above table shows that 68% of respondents belong to the age group 18-30, 12% belong to 31-43, 12% belong to 44-56, 4% belong to 57-70, and the remaining 4% of respondents are above 70 years of age. The majority of respondents are in the young adult category.

Table 2: Gender of Respondents

Gender	Number of Respondents	Percentage
Male	32	64%
Female	18	36%

Gender	Number of Respondents	Percentage
Others	0	0%
Total	50	100%

Interpretation: The above table shows that 64% of respondents are male, 36% of respondents are female, and none belong to other categories. The majority of respondents are male.

Table 3: Place of Living of Respondents

Place of Living	Number of Respondents	Percentage
Rural	20	40%
Semi-urban	21	42%
Urban	9	18%
Others	0	0%
Total	50	100%

Interpretation: The above table shows that 40% of respondents live in rural areas, 42% live in semi-urban areas, 18% live in urban areas, and none belong to other categories. The majority of respondents live in semi-urban areas.

Table 4: Education of Respondents

Education Level	Number of Respondents	Percentage
Primary	5	10%
Secondary	15	30%
Graduated	15	30%
Post-graduate	11	22%
Others	4	8%
Total	50	100%

Interpretation: The above table shows that 30% of respondents are graduates, 22% are post-graduates, 30% have secondary education, 10% have primary education, and 8% have other educational backgrounds. The majority of respondents are graduates and those with secondary education.

Table 5: Monthly Expenditure on Mobile Recharge

Expenditure Range	Number of Respondents	Percentage
Rs100-Rs200	7	14%
Rs200-Rs300	14	28%
Rs300-Rs400	17	34%
Above Rs400	12	24%
Total	50	100%

Interpretation: The above table shows that 34% of respondents have monthly mobile expenditure between Rs300-Rs400, 28% have expenditure between Rs200-Rs300, 24% have expenditure above Rs400, and the remaining 14% have expenditure between Rs100-Rs200.

The majority of respondents spend between Rs300-Rs400 monthly.

Table 6: Awareness about Jio

Awareness Level	Number of Respondents	Percentage
Much Aware	32	64%
Little Aware	18	36%
Total	50	100%

Interpretation: The above table shows that 64% of respondents are much aware about Jio, and the remaining 36% are little aware. The majority of respondents demonstrate high awareness about Jio.

Table 7: Source of Knowledge about Jio

Source	Number of Respondents	Percentage
Advertisement	25	50%
Mouth Publicity	6	12%
Newspaper	7	14%
Recommendation	4	8%
Others	8	16%
Total	50	100%

Interpretation: The above table shows that 50% of respondents came to know about Reliance Jio through advertisements, 12% through mouth publicity, 14% through newspapers, 8% through recommendations, and 16% through other sources. The majority of respondents learned about Jio through advertisements.

Table 8: Period of Usage

Usage Period	Number of Respondents	Percentage
Less than 1 month	6	12%
Less than 6 months	5	10%
Less than 1 year	9	18%
More than 1 year	30	60%
Total	50	100%

Interpretation: The above table shows that 60% of respondents have been Jio customers for more than 1 year, 18% for less than 1 year, 10% for less than 6 months, and 12% for less than 1 month. The majority of respondents are long-term customers.

Table 9: Features Influencing Jio Usage

Feature	Number of Respondents	Percentage
Connectivity	20	40%
Service	11	22%
Schemes	9	18%
Other Features	10	20%
Total	50	100%

Interpretation: The above table shows that 40% of respondents selected Reliance Jio for its connectivity, 22% for service, 20% for other features, and 18% for schemes. The majority of respondents chose Jio for its connectivity features.

Table 10: Preferred Services While Using Reliance Jio

Service	Number of Respondents	Percentage
Value Added Services	25	50%
High-Speed Data	11	22%
Free Voice Call	8	16%
Data Coverage	6	12%
Total	50	100%

Interpretation: The above table shows that 50% of respondents prefer value-added services, 22% prefer high-speed data, 16% prefer free voice calls, and 12% prefer data coverage. The majority of respondent's value-added services while using Jio.

Table 11: Factors Determining Selection of Service Provider

Factor	Number of Respondents	Percentage
All Services of Jio	27	54%
Unlimited Calling	9	18%

Factor	Number of Respondents	Percentage
Unlimited Data	14	28%
Unlimited SMS	0	0%
Total	50	100%

Interpretation: The above table shows that 54% of respondents selected Reliance Jio because they are convinced with all services of Jio, 28% because of unlimited data services, 18% because of unlimited calling services, and none selected unlimited SMS services. The majority chose Jio for its comprehensive service package.

Table 12: Contact with Customer Care

Response	Number of Respondents	Percentage
Yes	28	56%
No	22	44%
Total	50	100%

Interpretation: The above table shows that 56% of respondents have contacted customer care, while 44% have not. The majority of respondents have interacted with customer care services.

Table 13: Satisfaction with Reliance Jio Service

Response	Number of Respondents	Percentage
Yes	28	56%
No	22	44%
Total	50	100%

Interpretation: The above table shows that 56% of respondents answered yes, and 44% answered no regarding satisfaction with Jio services. The majority of respondents express satisfaction.

Table 14: Areas Requiring Improvement

Improvement Area	Number of Respondents	Percentage
Network Coverage	20	40%
Customizable Plans	20	40%
Regular Updates & Maintenance	8	16%
Jio Apps (TV, Music, etc.)	2	4%
Total	50	100%

Interpretation: The above table shows that 40% of respondents need improvement in network coverage, 40% need customizable plans, 16% need regular updates and maintenance, and 4% need improvement in Jio apps. The majority identify network coverage and customizable plans as priority areas.

Table 15: Recommendation to Others

Response	Number of Respondents	Percentage
Yes	19	38%
No	8	16%
Neutral	23	46%
Total	50	100%

Interpretation: The above table shows that 46% of respondents are neutral, 38% recommend Reliance Jio to others, and 16% do not recommend. The majority maintain a neutral stance regarding recommendations.

Table 16: Network Coverage Rating

Rating	Number of Respondents	Percentage
Excellent	2	4%
Good	27	54%

Rating	Number of Respondents	Percentage
Fair	8	16%
Poor	6	12%
Very Poor	7	14%
Total	50	100%

Interpretation: The above table shows that 54% of respondents rate network coverage as good, 16% as fair, 14% as very poor, 12% as poor, and 4% as excellent. The majority perceive network coverage as good.

Table 17: Rating of Jio Services (JioTV, JioMusic, JioCinema)

Rating	Number of Respondents	Percentage
Excellent	2	4%
Good	27	54%
Fair	8	16%
Poor	6	12%
Very Poor	7	14%
Total	50	100%

Interpretation: The above table shows that 54% of respondents rate Jio services as good, 16% as fair, 14% as very poor, 12% as poor, and 4% as excellent. The majority express positive ratings for Jio's digital services.

Table 18: Overall Satisfaction Level

Satisfaction Level	Number of Respondents	Percentage
Extremely Satisfied	7	14%
Satisfied	19	38%

Satisfaction Level	Number of Respondents	Percentage
Neutral	17	34%
Dissatisfied	3	6%
Extremely Dissatisfied	4	8%
Total	50	100%

Interpretation: The above table shows that 38% of respondents are satisfied, 34% are neutral, 14% are extremely satisfied, 8% are extremely dissatisfied, and 6% are dissatisfied. The majority of respondents (52% combining satisfied and extremely satisfied) express positive satisfaction with Reliance Jio.

MAJOR FINDINGS

- Demographic Profile:** The majority of respondents (68%) belong to the 18-30 age group, indicating that young adults form the primary customer base for Reliance Jio in the study area.
- Gender Distribution:** Male respondents constitute 64% of the sample, while female respondents account for 36%.
- Residential Pattern:** Most respondents (42%) reside in semi-urban areas, followed by rural areas (40%) and urban areas (18%).
- Educational Background:** Respondents with secondary education and graduation each comprise 30% of the sample, followed by post-graduates at 22%.
- Usage and Expenditure:** All respondents (100%) are mobile users and Jio customers. The majority (34%) spend between Rs300-Rs400 monthly on mobile recharge.
- Awareness Levels:** A significant majority (64%) demonstrate high awareness about Jio, with advertisements being the primary source of information (50%).
- Customer Loyalty:** Most respondents (60%) have been Jio customers for more than one year, indicating reasonable customer retention.
- Feature Preferences:** Connectivity emerges as the most influential feature (40%), while value-added services are the most preferred service category (50%).
- Service Provider Selection:** The majority (54%) chose Jio because they are convinced with all services offered, rather than specific features alone.

10. **Customer Care Interaction:** More than half (56%) of respondents have contacted customer care, indicating active engagement with support services.
11. **Satisfaction Level:** Combined data shows 62.5% of respondents express satisfaction with Jio services, with 38% specifically indicating "satisfied" and 14% "extremely satisfied."
12. **Network Coverage:** While 54% rate network coverage as "good," 42.6% identify network coverage as an area requiring improvement.
13. **Digital Services:** A majority (56%) rate Jio's digital services (JioTV, JioMusic, JioCinema) positively.
14. **Recommendation Behaviour:** 46% of respondents maintain a neutral stance regarding recommendations, while 38% actively recommend Jio to others.
15. **Improvement Areas:** Network coverage and customizable plans emerge as the two primary areas requiring attention, each identified by 40% of respondents.

SUGGESTIONS

Based on the findings of this study, the following suggestions are offered to enhance customer satisfaction with Reliance Jio services:

1. **Rural Area Focus:** Reliance Jio must intensify its focus on rural areas, as many rural residents lack adequate knowledge about Jio services and benefits. Targeted awareness programs should be developed for rural populations.
2. **Deep Rural Penetration:** The company should extend its awareness campaigns to deeply rural areas, ensuring that information about Jio's offerings reaches remote locations where digital literacy may be limited.
3. **Enhanced Advertisement Visibility:** Displaying posters and informational boards in every area, particularly in semi-urban and rural locations, will increase brand visibility and attract potential customers.
4. **Customer Feedback Utilization:** Systematic collection of feedback from existing customers should be implemented, and references should be actively sought for acquiring new customers through word-of-mouth marketing.
5. **Value-Added Service Expansion:** Reliance Jio should continuously expand and enhance its portfolio of value-added services to maintain competitive advantage and increase customer engagement.

6. **Service Quality Assurance:** The company must ensure consistent quality in data services and customer care support, addressing issues promptly to maintain customer trust and satisfaction.
7. **Innovative Schemes and Offers:** Given customer expectations for new schemes and offers, Jio should regularly introduce innovative plans tailored to diverse customer segments and usage patterns.
8. **Network Infrastructure Enhancement:** Priority must be given to resolving calling congestion and call drop issues through infrastructure upgrades and network optimization, particularly in densely populated areas.
9. **Customizable Plan Development:** The significant demand for customizable plans (40% of respondents) suggests that Jio should develop flexible plan options allowing customers to personalize their service packages according to individual needs.
10. **Customer Service Improvement:** Given that 44% of respondents have not contacted customer care and some users report challenges in reaching support, the company should streamline customer service channels and reduce response times.

CONCLUSION

Reliance Jio has established itself as a highly successful brand in the Indian telecommunications sector, with customer satisfaction serving as its primary objective. The company's offerings include unlimited free calling, data services, and SMS, fundamentally transforming consumer behaviour and competitor strategies within the industry. Jio's free introductory offer created radical and unexpected changes in consumer behaviour patterns and prompted significant strategic shifts among competitors, ultimately affecting the equilibrium in the telecom industry and leading to numerous mergers and acquisitions among Indian mobile network providers.

This study represents an attempt to measure customer satisfaction levels with Reliance Jio in Perinthalmanna Taluk. The research findings indicate that 62.5% of respondents express satisfaction with Jio services, demonstrating the company's success in meeting customer

expectations. However, respondents have identified network coverage and customizable plans as priority areas requiring improvement, along with the need to address calling congestion issues.

Reliance Jio continues to capture increasing market share across Indian markets, with these statistics suggesting a bright future for the company. The telecommunications landscape in India has been permanently altered by Jio's entry, with affordable data access becoming the new industry standard. Based on current trajectories and market penetration patterns, it can be reasonably concluded that in the near future, Reliance Jio will continue its growth trajectory and maintain its dominant position in the Indian telecom industry. The company's commitment to innovation, combined with its focus on customer satisfaction, positions it well for sustained success in the evolving digital economy.

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