

**“A STUDY ON CUSTOMER ATTITUDE
TOWARDS RELIANCE TELECOM LTD JIO WITH
SPECIAL REFERENCE DAVANAGERE BRANCH”**

“A Case Study in Davanagere City”

A

Project Report

Submitted to Davanagere University, Davanagere

For the award of the degree of

MASTER OF COMMERCE

BY

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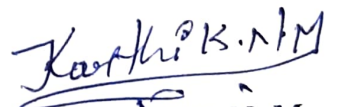


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GUIDE CERTIFICATE

This is to certify that the Project entitled "A Study on customer attitude towards reliance telecom ltd jio with special reference Davanagere Branch " (A Case Study on Davanagere City) Submitted by SHREEDHARA.B (Reg No :-MC192713) for the award of the degree of Master of Commerce to the Davanagere University, Davanagere. represents him independent work carried out by hi in the Department of Commerce, under my Guidance and supervision.

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*This is to certify that, **SHREEDHARA B.** Bearing **Reg. No :- MC192713**, is a bonafide student of **A.R.M First Grade College and PG Centre, Davanagere** for the academic year **2019-20**. He has Satisfactorily completed this Project entitled "**A Study on customer attitude towards reliance telecom ltd jio with special reference Davanagere Branch**" (A Case study in Davanagere) is prepared and submitted by him in partial Fulfillment of the requirement for the award of **Master of Commerce**.*

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COLLEGE CERTIFICATE

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CHAPTER-1
INTRODUCTION

- 1.1 Introduction**
 - 1.2 Objectives of the study**
 - 1.3 Review of literature**
 - 1.4 Research & Methodology**
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CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION:

In today's information and technology and enabled society telecommunication industry has been the major passer for effective communication. Since the introduction of mobile phone, there exists a stiff competition in the telecom market. To retain the existing customer database and to attract the new customers.

The telecom companies continuedly persuade various research and introduce innovative ideas to the market so customer relation management plays a very vital role in telecommunication market. there are several factors involved in the shaping up of the business with long term continuedly the actual requirement of the customer, Market customer, Market visibility, Availability of the services. Pricing services. Pricing of Services. Customer services support are some of the primary requirements. To have a successful business relationship. These parameters need to be addressed and examined carefully. The Indian telecom organization have crossed its consumer base more than 1000 million in Indian market. The Indian telecom sector is second biggest market after China. There is a tremendous competition between the market players. Rural Indian regions are still Left out to be covered in an effective manner. The rural areas are not so much productive in terms of revenue.

The 4G technology is its still to penetrate the market in India. It is assumed that the "Digital India" project will boost up telecom market in India in near future and awareness will also increase in villages. Telecom companies have tried to deliver best service quality, best networks, better converges etc., as a part of customized marketing for satisfy and retaining consumers. Maintaining sustainable growth of the market share and subscriber base is very important in most competitive environment. Examine every competitor will provide feedback to frame various marketing strategies to overcome challenges.

Telecommunication has supported the socioeconomic development of India and has played a significant role to narrow down the rural-urban divide to some extent. It also

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5.3 CONCLUSIONS:

Reliance Jio has become a very successful brand in india & providing is to be there motive . It provides unlimited free calling and data services & SMS on the more as people are more dependent on the more as people are more dependent on their daily lives like wide network coverage and good 4G services. Because 3G services was unable to meet our customers' needs and wants. That's why 4G has been evolved for Indian customers.

Reliance Jio is a home brand company and a very emerging brand and will be successful in overseas market in upcoming years. It possesses congestion free & wide network ,attractive 4G schemes & customers services to cover one of the widest areas.

From the details it can be conducted that 70% of Reliance Jio services users preferred to remains with Reliance Jio and fully satisfied. Also, good number of customers who are willing to switch from their respective subscribers showed interest in reliance Jio. Reliance Jio is capturing the wide areas of Indian markets increasingly day by day. Hence , these statistics simply a bright future for the company. It can be said that in near future , the company will be booming in the telecom industry.