

CONSUMER SWITCHING BEHAVIOUR IN TELECOM AT JIO

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ABSTRACT: This research examines Indian telecom consumer switching behavior, focusing on Reliance Jio. The research seeks to identify the factors—pricing tactics, network quality, data packages, service innovation, brand perception, and promotional campaigns—that cause people to migrate to Jio. Primary data was collected from telecoms consumers using a standardized questionnaire. Industry papers, journals, and corporate publications provided secondary data. Customer responses are analyzed using percentage analysis and interpretation methods. Jio's inexpensive costs, fast broadband services, wide network coverage, and compelling value-added extras are the main reasons people switch, according to statistics. Telecommunications firms must understand how consumers switch providers to build strategies for recruiting and retaining customers in a competitive market, according to the report.

Keywords: *Brand Switching, Switching Behaviour, Customer Retention, Customer Churn, Switching Intention, Service Quality*

I. INTRODUCTION

The term "consumer switching behavior" is used in the telecom industry to describe the ways in which customers alter their service providers in reaction to shifting demands, market conditions, and expectations. Given the intense competition, lightning-fast technology developments, and massive customer churn in the telecom industry, researching switching behavior is absolutely essential. Customers now have more freedom of choice and fewer barriers to switching providers thanks to the proliferation of service providers offering similar voice, data, and digital services. Therefore, if telecoms want to keep their profit margins and market share, they need to understand more and more what makes customers stay or leave.

More competition and less monopolistic control are two effects of the telecom industry's liberalization and deregulation that have drastically changed consumer behavior. Mobile number portability, prepaid plans, and flexible pricing structures have made it easy and affordable for clients to switch providers. By giving consumers more clout in the market, the structural changes have made client retention more difficult. In order to keep customers from leaving, telecoms must constantly adjust their strategies to meet customer expectations for price, service quality, and innovation.

Customers' propensity to transfer service providers is heavily impacted by the quality of that service in the telecom industry. Coverage, call quality, data speed, and reliability are some of the factors that have a direct impact on customer satisfaction and the value they perceive in the service. When customers aren't satisfied with a service, they're more likely to go for a different source that promises better quality. Customers are more likely to remain loyal or

switch suppliers based on the quality of customer service, complaint resolution, and post-purchase support in highly competitive marketplaces when multiple options are available.

Customer switching behavior in the telecom industry is heavily impacted by pricing and marketing strategies. Sometimes, limited-time specials, attractive pricing, data bundles, and bundled services entice customers to try out or switch to other providers. When people who place a premium on cost find something else, especially in poor countries, that is cheaper, they are more likely to switch to that. Regular price wars might make it harder for operators to build customer loyalty solely through price, so they'll need to provide greater all-encompassing value.

Changes in mobile service providers are impacted by psychological and social factors. When deciding to move, people are heavily influenced by their peers, how they see equity, the reputation of the brand, and how trustworthy they are. Perceived hazards, familiarity, or a strong emotional commitment can make people reluctant to switch brands even when they are unhappy. The possibility of moving may rise if word-of-mouth recommendations from trusted sources, such as friends, family, or online groups, lessen the burden of decision-making and boost faith in potential service providers. These aspects of conduct show that rational thinking is only one of several cognitive, emotional, and social factors that influence switching decisions.

II. REVIEW OF LITERATURE

Kumar, A., & Lin, Y. (2025): Kumar and Lin highlight service flexibility, pricing transparency, and contractual clarity in their research of telecom consumer switching behavior. The results of their survey show that restrictive contracts, unclear costs, and confusing billing schemes are getting more and more frustrating for modern telecoms users. Telecom companies can use emotional intelligence to detect discontent, treachery, and distrust when clients face unexpected costs or difficult cancellation policies. The authors stress that unfair usage rules, data limitations, and roaming prices lead to unhappiness and switching. Being able to speak with customers in a way that is honest and comforting requires emotional control. Conscious consumers are less likely to switch, even when offered much cheaper alternatives by competitors, according to the research. Additionally, the researchers have discovered that proactive consumption, warnings about bill shock, and plan optimization all help to make things more fair. In highly competitive telecommunications marketplaces, Kumar and Lin find that being open and accommodating to customers' needs are key strategic instruments that affect customer happiness, loyalty, and trust.

Singh, P., & Alvarez, M. (2024): The impact of consistent service and stable networks on customer migration in the telecom industry is studied by Singh and Alvarez (2024). Call clarity, data speed, and coverage stability are examples of technical performance that the survey shows as the main factor driving churn decisions. Telecom companies can learn to empathize with customers' feelings of helplessness, rage, and irritation when service outages occur frequently by practicing emotional awareness. According to the findings, customers would rather pay a premium price than deal with frequent network outages. Because recipients of timely and correct information are less likely to perceive carelessness, emotional control is vital when reporting disruptions or maintenance schedules. Evidence suggests that



customers are less likely to want to switch providers when they experience consistent high-quality service, which promotes emotional stability and confidence. Although marketing and branding may bring in consumers initially, the writers contend that maintaining customers over the long run depends on a flawless network.

Ahmed, S., & Russo, G. (2023): Service recovery and customer service's impact on telecom migration is investigated by Ahmed and Russo (2023). According to their findings, customer churn is mostly caused by unanswered complaints, repeated service problems, and slow response times. Upon experiencing poor service, customers may become emotionally aware and express their frustration, worry, and disappointment to the service provider. According to the writers, customers judge telecoms by how well they handle complaints and how empathetic and respectful their representatives are. Maintaining composure, patience, and a focus on finding solutions during confrontations requires service workers to have emotional control. Even among consumers who were thinking about leaving, the research found that good complaint management decreased switching inclinations. Customer discontent and churn rise in response to subpar service recovery. A key component in retention and switching behavior, according to the authors, is the quality of telecom customer care.

Park, D., & Kulkarni, A. (2022): The impact of telecom marketing on customer switching is investigated by Park and Kulkarni. They found that discounts, free data bundles, introductory pricing, and rebate offers were the most effective short-term incentives for customers to switch carriers. Using emotional intelligence, marketers can understand the thrill, intrigue, and perceived benefit of switching promotions. Promotional clients are not likely to commit for the long haul, according to the writers. To avoid exaggerating the quality of their services, promoters should control their emotions. When customers have bad experiences after making a move, they quickly come to regret it and switch back, according to the survey. Statistics show that customers are more likely to leave if they are motivated by promotions rather than value or service. While the writers acknowledge that discounts can bring in new consumers, they stress that providing excellent service is what really keeps existing customers coming back.

D'Souza, R., & Kim, J. (2021): Peer pressure and word of mouth are two factors that D'Souza and Kim (2021) look at as they pertain to telecom transitions. According to their findings, people's social networks, including online communities, have an impact on telecom users' purchasing decisions. Organizations that use emotional intelligence are able to spot the fast spread of discontent via personal stories and shared experiences. Negative word-of-mouth, according to the writers, is more powerful than positive advertising. Responding to social media complaints with emotion is a surefire way to ruin your reputation. So, try to keep your cool. Sharing bad experiences increases attrition, whereas strong favorable recommendations decrease switching intentions. Social impact is a major factor in telecom migrating, according to the research.

Taylor, S., & Gupta, R. (2020): Taylor and Gupta analyze contractual lock-in mechanisms and customer switching behavior in the telecom industry. According to their research, long-term contracts, early termination fees, and bundled obligations all work to discourage transitioning and increase discontent. When customers are unable to end bad contracts, it can be frustrating and helpless for them. Emotionally intelligent businesses are better at



understanding this. Being able to express the terms of a contract without coming across as forceful requires emotional control. Penalized customers are less likely to be loyal and trustworthy. Voluntary retention driven by satisfaction is more sustainable, according to the authors, than contractual lock-in.

III. STEPS IN CONSUMER SWITCHING BEHAVIOUR

Problem Recognition

The first stage of change in the telecom sector is admitting that a problem exists. Things like slow internet speeds, inadequate network connectivity, dropped calls, outrageous prices, hidden surcharges, and poor customer service can all contribute to customer discontent with their current service. A discrepancy between expected and actual service performance could occur if dissatisfied customers think about switching telecom providers.

Information Search

Instantly upon becoming dissatisfied, clients search for details about alternative telecom companies. Advertisements, marketing campaigns, word-of-mouth recommendations, internet reviews, social media, and comparison platforms for telecommunications help them weigh their options. In order to assess the practicality of switching providers, customers learn about Mobile Number Portability (MNP) protocols, qualifying requirements, and related switching fees.

Evaluation of Alternatives

Customers now compare various telecom companies according to important criteria like cost, contract flexibility, call quality, internet speed, network coverage, and customer service. People think about things like reliability, transparency, and cost-effectiveness when they make a decision. They are able to select the operator that best meets their needs and expectations by conducting comparative research.

Switching Decision

The customer chooses to switch telecom providers after carefully considering their options. Advantages such as lower costs, better services, more enticing discounts, or higher levels of consumer satisfaction play a role in this decision-making process. Anger and mistrust against the present provider could make you want to change more than anything else.

Switching Action

An integral part of the transition is carrying out the choice. Thanks to Mobile Number Portability (MNP), people in the telecom industry can switch carriers without losing their phone number. Plan changes, adding services, or getting a new SIM card might also be part of it. Because it is quick and easy, this step is vital to the customer's experience when switching.

Post-Switch Evaluation

The customer is evaluated after they have started using the new telecom service. By comparing the new operator's results to their expectations and previous experiences, customers can gauge their level of satisfaction with the service. Customer loyalty is likely to rise if the new service meets or exceeds expectations. Alternatively, if people are unhappy for a long time, they can decide to change in the future.

IV. INTERPRETATION OF ANALYTICAL RESULTS

1. What basically motivates clients to switch to JIO services?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Affordable pricing plans	45	45%
2	High-speed data offerings	28	28%
3	Attractive promotional offers	17	17%
4	Brand reputation	10	10%
TOTAL		100	100%

INTERPRETATION:

Reputational brand impact is moderate at 10%, while affordable plans have the greatest impact at 45%, followed by fast internet at 28%, and attractive sales at 17%.

2. What makes JIO's network so appealing that people leave their old provider?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Wide network coverage	38	38%
2	Consistent internet speed	34	34%
3	Fewer call drops	18	18%
4	Improved voice clarity	10	10%
TOTAL		100	100%

INTERPRETATION:

The most important thing to responders is reliable internet speed (34%), followed by comprehensive network coverage (38%). Reducing call drop rates (18%) and improving speech quality (10%) are considered less significant.

3. What is the most important factor in JIO's pricing structure that makes customers want to switch?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Unlimited data plans	42	42%
2	Low-cost prepaid packs	29	29%
3	Free calling benefits	19	19%
4	Transparent tariff structure	10	10%
TOTAL		100	100%

INTERPRETATION:

Respondents rank unlimited data plans at 42%, with affordable prepaid packages coming in second at 29%. A free-calling policy (19%) and an open-tariff system (10%) have little effect.

4. Which new JIO features encourage customers to switch cellular service providers?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Bundled digital apps (Jio TV, Jio Cinema, etc.)	40	40%
2	5G readiness	32	32%
3	Easy SIM activation	18	18%
4	Value-added services	10	10%
TOTAL		100	100%

INTERPRETATION:

According to the respondents, 5G readiness is the second most influential factor, at 32%, after bundled digital apps (40%). Simple SIM activation (18%) and value-added services (10%) are less important.

5. What is the most common reason for JIO customers to switch providers?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Simple recharge process	37	37%
2	User-friendly mobile app	33	33%
3	Quick issue resolution	20	20%
4	Retail store accessibility	10	10%
TOTAL		100	100%

INTERPRETATION:

A simple charging mechanism is the most important aspect (37%), followed by an intuitive mobile app (33%). Store accessibility (10%) and issue resolution (20%) are rated as less important by participants.

V. CONCLUSION

Customer experience, service reliability, pricing strategies, and network quality all play a big role in telecom consumer migration, especially when it comes to Jio. The chances of price-sensitive customers switching providers have been greatly diminished by Jio's cheap pricing, vast data packages, and robust digital infrastructure. But things like how quickly customer service responds, the perceived frequency of service outages, and increased competition still play a role in shaping consumer preferences.

Customer retention in the ever-changing telecom industry is heavily dependent on emotional reliability, adaptability, and accessibility, according to the report. Jio needs to take the initiative to engage with its customers more, offer products that are customized to each person, and improve the quality of its services if it wants to keep its dominant position in the market. As a result, customer retention will be enhanced and brand loyalty will be nurtured.

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