

# A Study on Consumer Purchase Intention and Preference towards WiFi Service in Coimbatore City (Jio, Act, Airtel, BSNL)

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**Abstract:** *In the contemporary digital era, high-speed internet connectivity has become an essential utility for households, students, professionals, and businesses. The rapid expansion of broadband infrastructure and the entry of multiple service providers have intensified competition in the Wi-Fi service market. This study examines consumer purchase intention and preference towards major Wi-Fi service providers in Coimbatore city, namely JioFiber, ACT Fibernet, Airtel Xstream, and BSNL.*

*Primary data were collected from 50 respondents using a structured questionnaire. Statistical tools such as percentage analysis, Chi-square test, ANOVA, and Garrett Ranking technique were applied for analysis. The findings reveal that price affordability, service quality, internet speed, and brand image significantly influence consumer preference. However, statistical tests indicate no significant difference in purchase intention and satisfaction across service providers. The study provides strategic insights for broadband service providers to enhance customer satisfaction and competitive positioning in urban markets..*

**Keywords:** Purchase intention, Consumer preference, Wi-Fi services, Broadband marketing, Customer satisfaction, Coimbatore

