

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

I. INTRODUCTION

Digital transformation has fundamentally altered communication, education, commerce, and entertainment. Internet connectivity, particularly Wi-Fi broadband services, has transitioned from being a luxury to a necessity. Urban centers such as Coimbatore have experienced significant growth in broadband demand due to increased adoption of online education, remote work, OTT streaming, digital payments, and e-commerce platforms.

The presence of multiple service providers including JioFiber, ACT Fibernet, Airtel Xstream, and BSNL has intensified market competition. Consumers are now required to evaluate various factors such as speed, reliability, price, installation efficiency, and customer service before making subscription decisions. Understanding purchase intention and consumer preference is therefore crucial for service providers seeking long-term customer retention. This study aims to analyse the determinants influencing purchase intention and preference among Wi-Fi users in Coimbatore city.

OBJECTIVES OF THE STUDY

- To identify their level of customers satisfaction towards WIFI service providers.
- To identify challenges faced by customers in availing WIFI services.

STATEMENT OF THE PROBLEM

In today's digital age, Wi-Fi broadband has become a basic necessity for students, professionals, households, and businesses. In Coimbatore city, several providers such as JioFiber, ACT Fibernet, Airtel Broadband, and BSNL offer different pricing plans, speeds, and service features. Due to these multiple options, consumers often find it difficult to choose the most suitable service provider. Many users face problems like slow internet speed, network issues, high



charges, poor customer service, and unclear service plans. These issues influence customer satisfaction, preference, and switching behavior. Since consumer choices also vary based on demographic factors and usage patterns, it is important to study the factors affecting purchase intention and preference.

Therefore, the study aims to analyze the key factors influencing consumers' purchase intention and preference towards Wi-Fi service providers in Coimbatore city, which will help companies improve their service quality and customer satisfaction.

SCOPE OF THE STUDY

The study focuses on analyzing consumer purchase intention and preference towards Wi-Fi service providers in Coimbatore city. It examines how consumers choose broadband services and the factors that influence their decision-making process. The research is limited geographically to Coimbatore city and considers major service providers such as JioFiber, ACT Fibernet, Airtel Broadband, and BSNL. It studies important factors like pricing, internet speed, network reliability, service quality, customer support, brand image, and promotional offers.

Both new and existing Wi-Fi users are included to understand their buying decisions, satisfaction levels, and switching behavior. The study also considers demographic factors such as age, income, and occupation to analyze their impact on consumer preference.

RESEARCH METHODOLOGY

The study adopts a descriptive research design.

- Sample Size: 50 wifi services
- Sampling Method: Convenience sampling
- Data Collection Tool: Structured questionnaire (5-point Likert scale)
- Data Analysis Tools:
- Percentage Analysis
- Chi-Square Test
- ANOVA

Primary data were collected directly from respondents, while secondary data were obtained from journals, research articles, books, and online sources.

II. REVIEW OF LITERATURE

Krish Modi, Anjali Bokhiriya, et.al(2024)¹analysed Generation Z's satisfaction with Jio and Airtel network services in Ahmedabad. Focusing on key factors such as overall satisfaction, network reliability, speed, service responsiveness, and value for money, the study found that young users prioritize strong network performance and effective service support. The results also showed that Gen Z values high-quality services at affordable prices. The authors concluded that telecom providers must enhance service quality and adapt to the changing preferences of younger consumers to remain competitive.

Pinki rani dei (2021)⁶examined customer satisfaction with Jio mobile services in the Ganjam district of Odisha. Using primary data from 200 users across four major towns, the study assessed customers' perceptions of service quality and their overall experience. The findings showed that meeting customer expectations is crucial for telecom providers, as satisfaction directly reflects service performance. The study concluded that understanding users' satisfaction levels helps improve service delivery and strengthens competitiveness in the mobile communication sector.

III. DATA ANALYSIS AND INTERPRETATION

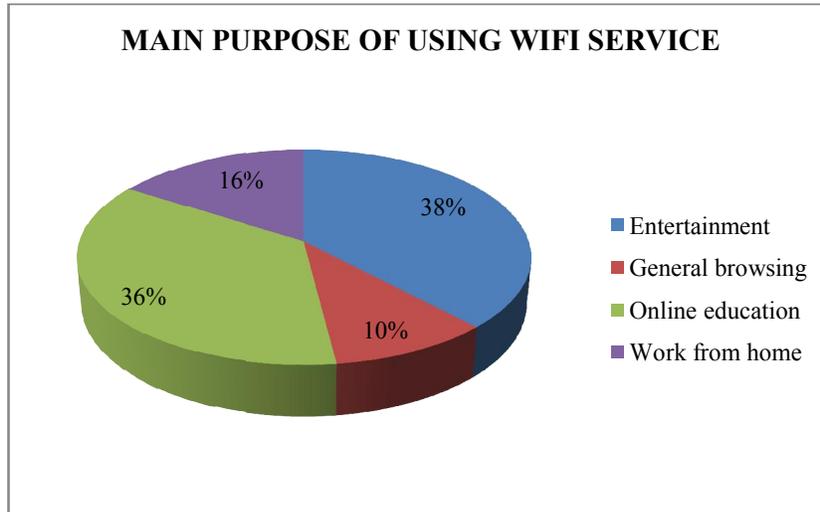
PERCENTAGE ANALYSIS

Table showing main purpose of using wifi service

Main purpose	Frequency	Percent
Entertainment	19	38.0



General browsing	5	10.0
Online education	18	36.0
Work from home	8	16.0
Total	50	100.0



INTERPRETATION

Out of 50 respondents taken for the study, 38% of the respondents use the internet mainly for entertainment, 36% for online education, 16% for work from home, and 10% for general browsing.

The study, 38% of the respondents use the internet mainly for entertainment.

CHI-SQUARE ANALYSIS

Table showing satisfaction level of service provider

Null Hypothesis (H₀):

There is no significant relationship between Satisfaction Level and Service Providers.

Alternative Hypothesis (H₁):

There is a significant relationship between Satisfaction Level and Service Providers.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.319 ^a	16	.306
Likelihood Ratio	21.989	16	.144
N of Valid Cases	50		

INTERPRETATION

A Chi-Square test was conducted to examine whether there is a relationship between Satisfaction Level and Service Providers. The Pearson Chi-Square value is 18.319 with 16 degrees of freedom, and the p-value is 0.306. Since the p-value (0.306) is greater than 0.05, the result is not statistically significant at the 5% level of significance. Therefore, the null hypothesis is accepted. This means that there is no significant association between satisfaction level and service providers. In other words, customers' satisfaction levels do not significantly differ based on the service provider they choose. Hence, satisfaction level is independent of the service provider.



ANOVA ANALYSIS

Table showing wifi purchase intention among different service provider

Null Hypothesis (H₀):

There is no significant difference in the mean purchase intention score among different service providers.

Alternative Hypothesis (H₁):

There is a significant difference in the mean purchase intention score among different service providers.

ANOVA Test

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.867	2	.433	.538	.587
Within Groups	37.853	47	.805		
Total	38.720	49			

INTERPRETATION

The One-Way ANOVA test was conducted to determine whether there is a significant difference among the selected groups. The calculated F value is 0.538 with a significance value of 0.587. Since the significance value (0.587) is greater than the standard level of significance (0.05), the null hypothesis is accepted. This indicates that there is no statistically significant difference among the group means. The variation within the groups (37.853) is considerably higher than the variation between the groups (0.867), which suggests that the differences observed among respondents are due to random variation rather than actual group differences.

IV. CONCLUSION

The study concludes that Wi-Fi services have become a basic necessity in daily life, particularly for students and young users in Coimbatore city. The growing use of digital platforms for education, communication, and entertainment has strongly influenced consumers' preference and purchase intention towards broadband services. The findings show that factors such as affordable pricing, good customer support, and strong brand reputation significantly affect consumer decisions. Even though Airtel Xstream and JioFiber are widely preferred among respondents, the statistical analysis indicates no significant difference in satisfaction level, internet speed, or purchase intention among the selected providers. This shows that competition in the Wi-Fi market is fairly balanced, with companies offering similar service quality.

Overall, consumer behavior is mainly influenced by price sensitivity and quality of service support rather than major differences in performance. Therefore, Wi-Fi providers should focus on maintaining reasonable pricing, improving service quality, and enhancing customer experience to remain competitive. The study also provides useful insights for companies and serves as a reference for future academic research in consumer behavior and telecom marketing.

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