



A Comparative Study on Jio And Airtel Services Among Public in Coimbatore City

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ABSTRACT:

The main factor on which the success of a service provider depends upon is the satisfaction of their customers. Customer satisfaction is the backbone of any service industry. It is the customers that can bring prosperity and success to an organization. So, it is necessary to satisfy the myriad needs of the customers.

1. Introduction:

The booming revolution in Information Technology sector has pushed India's telecom market significantly. India has shown tremendous growth in the past few years in terms of cellular services and is currently the world's second-largest telecommunications market. The Indian mobile economy is growing rapidly and will contribute substantially to India's Gross Domestic Product (GDP). The liberal and reformist policies of the Government of India have been instrumental along with strong consumer demand in the rapid growth of the Indian telecom sector. The Government has enabled easy market access to telecom equipment and a fair and proactive regulatory framework that has ensured availability of telecom services to consumers at affordable prices. The deregulation of Foreign Direct Investment (FDI) norm has made the sector one of the fastest growing and the top five employment opportunity generator in the country. India ranks as the world's second largest market in terms of total internet users. Over the next five years, rise in mobile phone penetration and decline in data costs will add 500 million new internet users in India, creating opportunities for new businesses.

A. Objectives:

- To analyse the perception of customers of Reliance Jio and Airtel mobile services.
- To compare the level of customer satisfaction towards the usage of Airtel and Jio mobile services.
- To study the impact of factors including marketing strategies, pricing strategies and value-added services on customer satisfaction of Jio and Airtel users.
- To find out the most preferred Telecom service among Reliance and Jio.
- To assess the customer satisfaction towards signal coverage, data plan, value added services, payment option of Jio.

B. Statement of Problem:

Among the telecommunication networks, Airtel and Jio are the leading service providers in the current market scenario. Comprehensive, Airtel is one of the largest and leading units providing range of telecom services in India. It was the first Indian telecom company to offer 5G services on mobile phones. Jio is the fastest ramp-up by any mobile operator anywhere in the world. Jio crossed 50 million subscriber marks in 83 days since its launch. After the launch of Jio in India many of the Airtel users shifted to the new service provider. Airtel has been recently introducing exciting offers to attract new customers. In this context, a study is undertaken to measure the preference of customers of Airtel and Jio and its effect on the level of customer satisfaction.

C. Research Methodology:

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods/techniques but also the methodology.

Sample size:

It comprises 140 respondents from Coimbatore City Spread across various socio- demographic profiles.

Collection of data:

Data was collected from both primary and secondary data collection methods.

Primary data:

Primary data are first-hand information and are those collected freshly and for the first time and happen to be original in character. It is collected through the questionnaire.

Secondary data:

Secondary data is second hand information. The data which have already been collected and processed by some agency or persons and are not used for the first time are termed as secondary data. It has been collected through the internet.

Tools and techniques:

The data was collected through questionnaire method and personal interview. Again, the research is descriptive type. The analysis is done through the tabular and graphical representation.

2. Review of literature: a

1. **Singh, 2023** interviewed 200 reliance Jio users in Ghaziabad, to classify the Consumer Attitude towards Reliance Jio in India. Finding of the study shows that out of 200 sample sizes of customers, 168 customers are satisfied with Reliance Jio services and 32 customers are dissatisfied. The research concludes on the growing customer satisfaction towards reliance Jio and the study had also identified the factors which are responsible for customer satisfaction towards reliance Jio.
2. **Zahoor, 2015** interviewed 100 HNI, JKBank Corporate plan and Dongle customers of Srinagar, to classify customer satisfaction of Aircel customers. In this study the customer's expectation from the various segments and the problems faced by them were identified. In this study majority of customer had suggested to improve network coverage, improve internet speed and improve customer service.
3. **Hossain & Jahan Such (2013)** has done their research on influence of customer satisfaction on loyalty: a study on mobile telecommunication industry in Bangladesh. The study analyzed the relationship between customer satisfaction and customer loyalty towards various telecom.

3. COMPANY PROFILE:

A. Bharti Airtel Limited :

Bharti Airtel Limited is a leading global telecommunications company with operations in 18 countries across Asia and Africa. Headquartered in New Delhi, India, the company ranks amongst the top 3 mobile service providers globally in terms of subscribers. In India, the company's product offerings include 2G, 3G, 5G and 5G wireless services, mobile commerce, fixed line services, high speed home broadband, DTH, enterprise services including national & international long-distance services.

B. Reliance Jio Infocom Limited:

Reliance Jio Infocom Limited, Jio, is an Indian telecommunications company and a subsidiary of Jio Platforms, headquartered in Mumbai, Maharashtra, India. It operates a national LTE network with coverage across all 22 telecom circles. It does not offer 2G or 3G service, and instead uses only voice over LTE to provide voice service on its 5G network. Jio soft launched on 27 December 2015 with a beta for partners and employees, and became publicly available on 5 September 2016. As of 31 December 2019, it became the largest mobile network operator in India and the world. In September 2019, Jio launched a fiber to the home service, offering home broadband, television, and telephone services. Since April 2020, Reliance Industries has raised Rs.152,056 crores by selling 32.97% equity stake in Jio Platforms.

I. VISION:

Jio's vision is to transform India with the power of digital revolution-to connect everyone and everything, everywhere always at the highest quality and most affordable price.

II. VALUES:

Customer Value, Ownership Mindset, Respect, Integrity, One Team & Excellence.

III. REVENUE:

Rs. 21,708 crores with operating income of Rs. 3631 crore and net income of Rs. 1148 crore.

4. DATA ANALYSIS AND INTERPRETATION: RANKING ANALYSIS:

S.NO	FEATURES	RESPONSES					TOTAL	RANK
		1	2	3	4	5		
1	Price	4	20	63	104	395	586	I
2	Product	0	16	78	288	170	552	II
3	Location	3	10	126	164	245	548	III
4	Accessibility	4	34	66	240	185	529	V
5	Customer services	13	10	69	192	255	539	IV

INTERPRETATION:

From this ranking analysis, it is found that price (Rank 1), Product (Rank 2), Location (Rank3), Customer services (Rank 4) and Accessibility (Rank5)

CHI-SQUARE ANALYSIS:

INFERENCE:

Majority of the respondents are choosing price from the importance choosing service provider, customer service is last in ranking.

DEGREE OF FREEDOM= (R-1) (C-1),

= (2-1) (4-1) = (1) (3) =3

LEVEL OF SIGNIFICANCE=5% OR 0.05 TABLE VALUE=7.815

CHI SQUARE VALUE=0.389

HYPOTHESIS:

H0: There is no significant relationship between gender and current Cellular service provider.

H1: There is significant relationship between gender and current Cellular service provider. Level of significance=5% or 0.05

INTERPRETATION :

In the above analysis the calculated value (0.389) < table value (7.815) at the level 5% significance. Hence hypothesis accepted thus there is significant relationship between gender and current Cellular service provider.

5. FINDINGS, SUGGESTION AND CONCLUSION:

I. FINDINGS:

A. FINDINGS FROM PERCENTAGE ANALYSIS:

1. Majority 60% of the respondents are Male.
2. Majority 51.4% of the respondents are 21-25 years.
3. Majority 52.9% of the respondents are Student.
4. Majority 63.6% of the respondents are Unmarried.
5. Majority 35% of the respondents are 20001-50000.
6. Majority 50.7% of the respondents are joint family.
7. Majority 41.4% of the respondents are 2-4.
8. Majority 40.7% of the respondents are Rs200-500.
9. Majority 82.1% of the respondents are good.
10. Majority 76.4% of the respondents are 4G.
11. Majority 81.4% of the respondents are yes.

B. FINDINGS FROM RANK ANALYSIS:

Majority of the respondents are choosing price from the importance choosing service provider, customer service is last in ranking

C. FINDINGS FROM CHI-SQUARE TEST:

The hypothesis is accepted thus there is significant relationship between gender and current Cellular service provider.

II. SUGGESTIONS:

1. Airtel and Jio should give emphasis on improving the network coverage, particularly in rural areas so that more customers can be gained and retained.
2. Airtel and Jio should take necessary steps to improve connectivity as more people now depend on them for their work and studies.
3. Airtel and Jio should try and eliminate the problem of call drop and call congestion.
4. Airtel and Jio should introduce better service plans at affordable prices.

III. CONCLUSION:

The study conducted reveals that Jio has a slightly better performance and preference rate compared to Airtel. The competition between both Airtel and Jio have led to a benchmark standard performance of both companies. Not only does these companies compliment and compete with each other in a healthy way but also implement better technologies and customer service that ensures well-being of both company and the customer paving way for a brighter future.

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