



“A study of customer satisfaction among subscribers of JIO and Airtel”

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ABSTRACT:

The telecommunications industry, a part of the larger information and communication technology sector, is largely responsible for the development of mobile communications and the information society. All companies that offer internet and telephone services are part of this sector. The main objective of The purpose of this research is to compare and contrast the levels of customer satisfaction reported by Jio and Airtel. One of the important objectives here is to identify the factors that influence customers' level of contentment. one of the most crucial finding of this paper is that Customers' satisfaction with Airtel and Reliance Jio is affected by the same set of factors. According to the report, Jio has more satisfied customers than Airtel in a few certain areas. According to the research, Jio offers better value for its services and consumers are pleased with the plans, services, and local call rates they receive. Still, Jio's lower customer happiness is due to a several things, such Airtel's better network coverage.

Keywords: Customer Satisfaction, JIO, Airtel, Telecommunications, Service Quality, India.

INTRODUCTION

The advent of the telecom revolution was heralded by the 1999 National Telecom Policy (NTP) announced by the AtalBihari Vajpayee administration, and it has been more than two decades since then. Just one million people were using the service in India when the above came policy went into effect. After that, the company's growth was phenomenal, and it reached one billion customers and became the second-largest telecom market in the world. Over the years, the telecom industry's impact on GDP and job growth has been rising at a steady rate. Four million people were directly or indirectly employed by it in 2015, and its contribution to India's GDP was projected to be 6.5%. Over the past decade, the industry's growth rate has averaged 7.3%, making it one of the nation's fastest-growing markets. The reason behind this tremendous growth is Because the Indian telecom industry is so cutthroat and competitive. Telecom tariffs are now among the lowest globally due to intense competition.

Even by its own standards, the industry's rate of change in the past year is astounding. When Reliance Jio joined the market in September 2016, there was already a huge deal of competition in the telecom business. Bharti Airtel, Idea Cellular, Vodafone India, and BSNL were among the other major telecom services providers . Competition among operators for a cut of the industry's speech revenue drove prices as low as \$0.01/min. had been the main source . what is speech revenue. income for the business until then.

There were several ways in which the market was altered by Jio's entry last year 2022. At first, numbers began to take the stage instead of words. Reliance jio was able to offer free calls and charge for data only as they created the largest LTE (long term evolution) network in the country during the past few years. As a result Voice over LTE services were practically free.

Industry consolidation has been on the rise as a result of Jio's entrance, which is the second major effect of the increased competition. Because of the severity, scalability is essential. Before and after Jio's debut, the Herfindahl-Hirschman Index (HHI) was computed for the telecom market using TRAI data to measure the growth in market concentration

LITERATURE REVIEW

The telecommunications industry has grown and changed tremendously, especially in emerging markets like India's. Telecom companies must put customer satisfaction first if they want to be profitable and hold on to market share in the face of intense competition caused by new technologies and the proliferation of mobile devices. Focusing on studies that compare JIO and Airtel in India, this section reviews the current literature on telecom consumer pleasure.

The Satisfaction of Telecom consumers: Satisfying telecom consumers has emerged as a critical factor in the success of telecom companies worldwide in the past few years. Reichheld and Schefer's (2000) research highlights the importance of generating positive experiences to retain consumers by finding a considerable correlation between customer satisfaction and loyalty.

A large number of factors impact customer satisfaction, according to studies that have examined the telecom industry. Price, customer service, billing accuracy, reliability of the network, quality of service, and Cronin & Taylor are a few essential criteria (1992; 1988). According to research (Akbar & Parvez, 2009; Kim & Lee, 2012), service innovation, network coverage, and perceived value are other factors that impact overall satisfaction.

RESEARCH METHODOLOGY

Studying customer satisfaction among subscribers of Jio and Airtel would typically involve several steps in research methodology. Here's a generalized outline of how such a study could be conducted:

Define Research Objectives and Hypotheses Clearly outline the objectives of the study. The objective here is to compare the level of customer satisfaction between Jio and Airtel subscribers. hypotheses have been formulated as per the objective of this research .”There is a significant difference in customer satisfaction between Jio and Airtel subscribers.”

Research Design

Ensure the sample is representative of the population. Convenience sampling had been used here data collection had been done by using survey methods. Surveys are commonly used for studying customer satisfaction.

The variables of interest for this research is overall satisfaction, network quality, customer service)

Data Collection

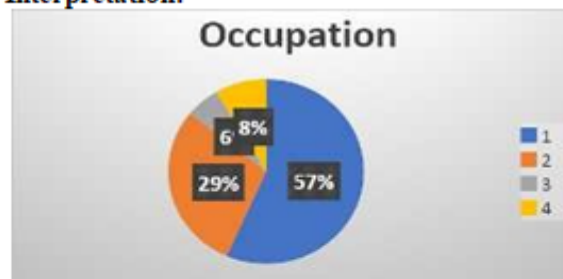
A survey questionnaire has been developed tailored to measure customer satisfaction aspects relevant to telecom services.

showing occupation of the respondents:

S. NO	Attributes	No. of respondents	Percentage
1	Students	60	56.60%
2	Employee	31	29.24%
3	Business person	6	5.66%
4	Others	9	8.49%
Total		106	100%

SOURCE: Primary data collected from the respondents.

Interpretation:



The table shows that out of 106 respondents in that 56.6% respondents are students, 29.2% respondents are employees, 5.6% respondents are business person, 8.4% respondents are others.

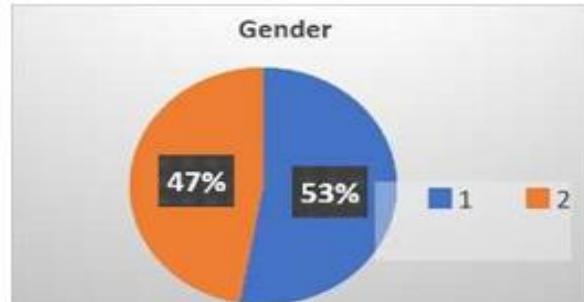
Therefore most of the respondents are students.

Here, its is ensured that the questionnaire is clear, unbiased, and includes both closed-ended (e.g., Likert scale questions) and open-ended questions. The survey is administered of Jio and Airtel subscribers.

showing the Gender of the respondents:

S.NO	Gender	No. of respondents	Percentage
1	Male	56	52.80%
2	Female	50	47.16%
Total		106	100%

SOURCE: Primary data collected from the respondents.

**Interpretation:**

The table shows that out of 106 respondents about 52.8% are males and 47.6% are females.

statistical techniques have been used analyze of descriptive statistics has been conducted to analyse the data. Software like Ms excel had been used for analysis

Interpretation of Results

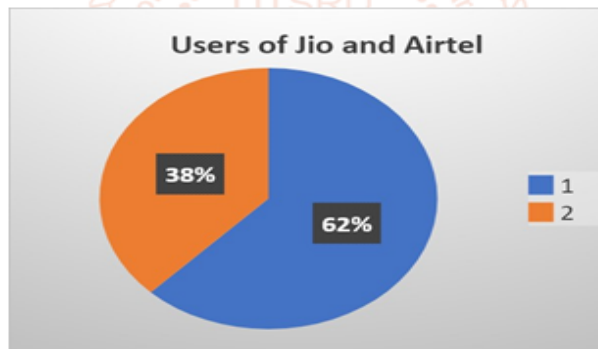
Interpret the findings in relation to the research objectives and hypotheses. Discuss the implications of the results and their significance for both theory and practice in the telecom industry.

Address any limitations of the study and suggest directions for future research.

Showing the users of JIO and AIRTEL

S.NO	Attributes	No. of respondents	Percentage
1	Jio	66	62.26%
2	Airtel	40	37.73%
Total		106	100%

SOURCE: Primary data collected from the respondents.

**Interpretation:**

The table shows that out of 106 respondents in that 62.2% respondents are Jio, 37.7% respondents are Airtel.

Therefore most of the respondents are Jio.

FINDINGS

- ✓ Over half of those who took the survey consider Reliance Jio to be a better telecom operator than Airtel (53%). Although just a small percentage of customers found Reliance Jio's services to be satisfactory, the company's recent uptick in ratings is mostly attributable to the high marks given to its network coverage (49%), call rate (63%), and customer service (42%).
- ✓ Airtel was generally well-received, despite the fact that 62% of users thought the network coverage was excellent, 44% thought it was acceptable, 30% thought it was average, and 9% thought it needed development. The customer service was praised by 43% of the people.

- ✓ It's more expensive than Reliance Jio because of Airtel's higher call rates, yet 37% of people are still prepared to pay between Rs200 and Rs400.
- ✓ Nearly eighty-two percent of people are aware that telecommunications companies provide ancillary services like astrology, cricket, and others.
- ✓ A customer care centre for Reliance Jio is within easy reach for 60% of the population, compared to 76% for Airtel. When comparing Airtel and Reliance Jio, the former has higher customer satisfaction (62% vs. 51%).
- ✓ Jio has better network coverage, however 59% of its consumers still experience call drops, whilst Airtel only affects 17%.
The new rules make it essential to link one's mobile number with one's adhaar card; this is something that 76% of people are okay with.
- ✓ Customers are indifferent regarding postpaid and prepaid plans at Airtel (53% for Airtel and 58% for Reliance Jio) and Jio. • In order to attract and retain clients, telecom providers are providing supplemental services including magazine subscriptions, TV app subscriptions, and more.
- ✓ While 71% of Reliance Jio consumers and 65% of Airtel customers are aware of these extra services.
Internet speed should be your first priority when choosing an operator. While 81% of Airtel customers are satisfied with their internet speed, 58% of Reliance Jio consumers are delighted with the same.

CONCLUSION

There are a lot of people who use Jio and Airtel, but the two companies' customer satisfaction scores are not much different. Disparities in pricing, customer service records, network coverage, and service quality are the factors that account for these variations. The performance and coverage of the network were shown to have a significant impact on the contentment of the customers. Quality and consistency of Jio's and Airtel's networks usually dictate how pleased users are, since fast internet speeds and constant connectivity are subscriber priorities. One of the most influential aspects in determining customer satisfaction is still the pricing. Customers value affordable rates, but they also want service that lives up to those costs. In order to maintain happy clients, both telecom firms need to find a middle ground between charging too much and not enough for their services. Customer Service Great customer service is a major component in keeping subscribers happy. A combination of a prompt response time, conveniently accessible support channels, and courteous interactions is needed. Jio and Airtel should prioritise on exceptional customer care if they want to boost customer pleasure and loyalty. Technical innovation is essential in today's dynamic telecom business to meet the ever-evolving demands of customers. Adopting cutting-edge tech like 5G and the IoT has the potential to enhance service offerings and boost customer satisfaction. How happy consumers are with the brand is heavily influenced by its credibility and reputation. Ethical company practices, honest and open communication, and a favourable image of the brand may help increase customer trust and loyalty.

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