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## **A Comparative Study on Customer Satisfaction Towards Jio and Airtel Reference with Coimbatore**

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### **INTRODUCTION**

Telecommunication, also known as telecom, is the exchange of information over significant distances by electronic means and refers to all types of voice, data, and video transmission. This broad term includes a wide range of information-transmitting technologies and communications infrastructures. Examples include wired phones, cell phones, microwave communications, fibre optics, satellites, radio and television broadcasting, the internet, and telegraphs. The simplest form of telecommunications occurs between two stations, but it is common for multiple transmitting and receiving stations to exchange data among themselves. Such an arrangement is called a telecom network. The Internet is the largest example of a telecommunications network.

### **SCOPE OF STUDY**

- To know the customer satisfaction towards Reliance Jio and Airtel in the areas of Coimbatore city.
- To know about the functioning of the jio and airtel company

### **OBJECTIVES OF THE STUDY**

- To compare the level of customer satisfaction towards the usage of Airtel and Jio mobile services.
- To find out the most preferred Telecom service among Airtel and Jio.
- To know about the sector and the rising competition in this particular field

### **STATEMENT OF PROBLEM**

"In an increasingly competitive telecommunications market, understanding and evaluating factors influencing customer satisfaction towards service providers such as Jio and Airtel is essential. This study aims to investigate and compare various aspects of customer satisfaction, including network coverage, service quality, pricing, customer service, and overall experience, to identify strengths, weaknesses, and areas for improvement for both companies."

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### **LIMITATION OF THE STUDY**

- This study covers customer satisfaction of Reliance Jio and Airtel in the areas of Coimbatore city..
- The accuracy of the study depends on the information given by the customers.
- Limited access to data with Time constraints.

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### **REVIEW OF LITERATURE:**

**Shebin Mohammed Ali (2020):** "To study the impact of customer satisfaction on customer loyalty in mobile telecom at Ernakulam district". There is tight competition among telecom operators nowadays and to maintain customer satisfaction, loyalty is a must to boost their number of customers and retain their customers. hence, the researcher attempted to study the impact of customer satisfaction on customer loyalty.

**P Arul Prasad (2021):** "Service quality impacts on customer brand equity in the telecommunication industry". Sensing this importance, this study was carried out to determine what service quality makes customers' attitudes toward brand equity in the telecommunication industry. this paper aims to analyze the relationship between service quality and customer brand equity in the telecommunication network sector.

**Gupta and Das (2021):** "Digital Transformation and Customer Experience" The digital transformation of telecom services has changed the way customers interact with service providers. A study by emphasized the role of digital channels in enhancing customer experience and satisfaction.

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## COMPANY PROFILE

### JIO

Name of company – Reliance Jio

Company Type – Subsidiary

Industry - Telecommunications

Founded - 5 September 2016

Founder - Mukesh Ambani

Headquarters - Reliance Corporate Park, Ghansoli, Navi Mumbai, Maharashtra, India Area served – India

Location - Mumbai, India Company

Stage - Series G

Total Funding - \$20.1B

Latest Funding Round - \$197M, Conventional Debt, Oct 03, 2023

Employee Count -17,642 as of Nov 30, 2023

Valuation - \$120B as of Jul 06, 2022

Annual Revenue - \$9.49B as of Mar 31, 2021

Competitor Rank - 3rd out of 3256 competitors with a Tracxn Score of 79/100

Acquisitions - Jio has not made any acquisitions yet

Investments - Jio has invested in 3 companies

### AIRTEL

Company type - Public

Traded as - BSE: 532454

NSE: BHARTIAIRTEL

BSE SENSEX Constituent

NSE NIFTY 50 Constituent

ISIN - INE397D01024

Key people - Sunil

Industry - Telecommunications

Founded - 7 July 1995; 28 years ago

Founder - Sunil Mittal

Headquarters - Nelson Mandela Road, Vasant Kunj, New Delhi, India

Area served - Worldwide

Product - Fixed line telephone

Mobile telephone

Broadband

Satellite television

Payments bank

Digital television

Internet television

IPTV

Revenue - Increase ₹ 140,081.40 crore (US\$18 billion) (2023)

Operating income - Increase ₹ 17,230.50 crore (US\$2.2 billion) (2023)

Net income - Increase ₹ 8,345.90 crore (US\$1.0 billion) (2023)

Total assets - Increase ₹ 446,633.20 crore (US\$56 billion) (2023)

Total equity - Increase ₹ 77,562.90 crore (US\$9.7 billion) (2023)

Owners Bharti Telecom (39.94%)

Singtel (10.51%)

Indian Continent Investment Limited (4.56%)

Free float (45%)

Members - Increase 491.26 million(March-2022)

Number of employees - 67,774 (As of Jun 2023 Or Q1FY24)

Subsidiaries – Airod

Airtel India

Airtel Bangladesh Airtel Payments Bank Airtel digital TV

Airtel Sri Lanka Airtel Africa Airtel Asia Airtel Eroupe

Airtel-Vodafone (50%)

Robi (28.18%)

Wynk Music

Website <https://www.airtel.in>**CHI-SQUARE ANALYSIS**

The Chi-square analysis is commonly used for testing relationships between categorical variables. The null hypothesis of the Chi-Square test is that no relationship exists between the categorical variables in the population; they are independent. There are several important considerations when using the Chi-Square analysis to evaluate a crosstabulation. Because of how the Chi-Square value is calculated, it is extremely sensitive to sample size. This can be addressed by always using categorical variables with a limited number of categories.

**Table showing the relationship between the network name and service improvement of the respondents**

Network Name	Service Improvement				Total
	Network coverage	Remove Calling Congestion	Upgrade in Android version	Others	
Jio	39	14	6	3	62
Airtel	15	8	13	6	42
Others	1	3	5	7	16

<b>Total</b>	<b>55</b>	<b>25</b>	<b>24</b>	<b>16</b>	<b>120</b>
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**Calculation of X<sup>2</sup>**

<b>O</b>	<b>E</b>	<b>(O-E)</b>	<b>(O-E)<sup>2</sup></b>
39	28.41	10.59	112.14
15	19.25	-4.25	18.06
1	7.33	-6.33	40.06
14	12.91	1.09	1.18
8	8.75	-0.75	0.56
3	3.33	-0.33	0.10
6	12.40	-6.4	40.96
13	8.40	4.6	21.16
5	3.20	1.8	3.24
3	8.26	-5.26	27.66
6	5.60	0.4	0.16
7	2.13	4.87	23.71
120	119.97	0.03	288.99

**CHI-SQUARE VALUE ( $\Sigma$ ) = (OBSERVED VALUE – EXPECTED VALUE)<sup>2</sup>**

**EXPECTED VALUE**

**EXPECTED VALUE =288.99/119.97**

**= 2.40**

**RANK ANALYSIS**

A Ranking is a relationship between a set of items such that, for any two items, the first is either 'ranked higher than,' 'ranked lower than' or 'ranked equal to;' the second. In mathematics, this is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different objects can have the same ranking. The rankings themselves are totally ordered. For example, materials are totally preordered by hardness, while degrees of hardness are totally ordered. Analysis of data obtained by ranking commonly requires non-parametric statistics.

**Table showing the level of Service Satisfaction**

<b>Rating</b>	<b>Total</b>	<b>Rank</b>
5	200	2
4	228	1

3	48	3
2	20	4
1	10	5

**INTERPRETATION:**

The above table shows the rank of service satisfaction level 4 at first rank followed by 5 at second rank, 3 at third rank, 2 at fourth rank, and 1 at fifth rank.

**5. FINDINGS, SUGGESTION, CONCLUSION****5.1 FINDINGS****CHI-SQUARE ANALYSIS**

In the above analysis, the calculated value {2.40} is less than the value {12.59} at the level of 5% significance. Hence, the null hypothesis is accepted, thus, there is no significant relationship between network name and service improvement of respondents.

**RANK ANALYSIS**

The respondents feel the rank of service satisfaction level 4<sup>th</sup> at first rank followed by 5<sup>th</sup> at second rank, 3<sup>rd</sup> at third rank, 2<sup>nd</sup> at fourth rank, and 1<sup>st</sup> at fifth rank.

**5.2 SUGGESTIONS**

1. Try to improve network facilities. No network coverage in border areas and high-altitude areas so provide more network connections.
2. Reduce the monthly unlimited recharge plans and improve the signal system.
3. The reliance Jio sim users are expecting high speed. So, Increasing the network speed to a great extent. It would be better.
4. Spread out awareness about Jio in deep-routed rural areas.
5. Remove the problem of calling congestion and call drop.

**CONCLUSION**

Reliance Jio has become a very successful brand in India and providing customer satisfaction is their main objective. It provides unlimited free calling and data services and SMS. Reliance Jio's free introduction offer created a lot of radical and unexpected changes in customers' behaviour and competitor's strategies.

Most of the respondents have having good awareness level towards the tariff, data speed, data plan, signal coverage, and customer care, which are the influencing factors in making the purchase decision