



A COMPARATIVE ANALYSIS ON CUSTOMER SATISFACTION TOWARDS AIRTEL AND JIO IN TIRUPUR CITY

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CHAPTER – I INTRODUCCION

1.1. Introduction

In the fast-evolving telecommunications sector, customer satisfaction plays a crucial role in determining a company's market position and long-term success. India's telecom industry is highly competitive, with major players like Airtel and Jio dominating the market. Tirupur, known as the "Knitwear Capital of India," is a rapidly growing city with a high demand for efficient and affordable mobile services. This research aims to conduct a comparative analysis of customer satisfaction towards Airtel and Jio in Tirupur City. The findings of this research will help telecom providers enhance their service offerings and address consumer concerns more effectively.

1.2. Objectives:

1. To analyze the customer perception towards airtel and jio services.
2. To identify the which network, provide better frequency level to customer

1.3. Statement of the problem:

In tirupur city, a major industrial and commercial hub, seamless and reliable telecommunication services are essential for both personal and business needs. The growing demand for high-speed internet, uninterrupted call quality, and cost-effective plans has intensified competition between leading telecom providers, particularly airtel and jio. Despite their widespread presence and customer-centric strategies, users often encounter issues related to network coverage, data speed fluctuations, call drops, customer support inefficiencies, and pricing disparities.

1.4. Scope of the study:

1. Airtel users.
2. Jio users.
3. Airtel network providers
4. Jio network providers
5. Government

1.5. Research methodology:

1. Research design:

The study follows a empirical research design to evaluate customer satisfaction based on measurable service parameters like network coverage, data speed, pricing, and customer support. The comparative analysis helps in understanding user preferences and challenges faced with airtel and jio services.

2. Study area:

The research is focused on tirupur city, tamil nadu, a major industrial hub where efficient telecommunication services are essential for both personal and business use.

3. Data collection methods:

A. Primary data:

Survey/questionnaire: structured questionnaires are used to collect firsthand data from airtel and jio users.

B. Secondary data:

- Reports and statistics from the telecom regulatory authority of India.
- Company websites, annual reports, and published articles.

- Online reviews and customer feedback from telecom forums.

4. Sampling technique:

Sampling method: convenience sampling is used to ensure representation from different user demographics (e.g., students, business owners, professionals, and homemakers).

Sample size: 100 respondents (50 airtel users and 50 jio users) to ensure balanced data for comparative analysis.

5. Tools used:

1. Simple percentage analysis.

$$\text{Percentage} = \frac{n}{N} \times 100$$

n- Number of respondents assured N=

Total number of respondents

- In this research there are 100 respondents each 50 of airtel and jio users. The data was collected through google form around tirupur city.

CHAPTER - II REVIEW OF LITERATURE

- ❖ **M. PRASANNA REDDY (2021) “A Comparative Study on Customer Satisfaction of Airtel and Reliance Jio Service Providers”.** The project's goal is to analyse a specific marketing plan for these brands' goods and services that are available only through the network service sector. to assess the variables that influence consumer decision-making while selecting a telecom service provider or brand. It is concluded that about 75% of people have a high level of tariff awareness.
- ❖ **K. UMAMAHESWARI (2020) It is investigated that “A Comparison Study on Customer Satisfaction with Reference to Jio & Airtel and Coimbatore City”.** The study's primary goal is to contrast the services provided by Jio versus Airtel. The methodology used in this study is descriptive research. to ascertain client satisfaction with Airtel and Jio services in the city of Coimbatore. There is a relationship between the type of plan and the degree of satisfaction with the quality of services, including tariff, service coverage, data plans, compatibility, and many other services. The research's findings also show that the majority of customers were satisfied with Jio and Airtel in relation to the factors they were asked about.
- ❖ **DR. A SULEKHA AND G UMAMAHESWARAN (2019) “A Comparison of**
- ❖ **Customer Satisfaction Ratings for Airtel and JIO with a focus on Coimbatore (West)”.** When compared to other service providers like Airtel, Vodafone, BSNL, Idea, and others, the study, which is the most popular service provider in the Coimbatore west region, comes out on top. In addition, the study concentrated on analyzing customers' happiness with Jio. To determine which telecom. services are most popular in Coimbatore (west), According to this report, Airtel's clients are considerably less satisfied than other companies.
- ❖ **MAHESH BHALAKRISHNAN (2019),** telecom industry is affected by churn rate. Improvement in perceived service quality and overall customer satisfaction is the only way to achieve the goal of customer loyalty.
- ❖ **KUMAR&MOORTHY, (2017),** has done their research on “Customer satisfaction towards airtel with special reference to Dharmapuri [District]”. The sample size of this research was 100 Airtel prepaid users. The research concludes that the service provided by Airtel Prepaid mobile User is at satisfactory level to the respondent's but most of the respondents are not satisfied with the features of the phone. Airtel Prepaid mobile User should focus on the promotional measures as equal to the private service providers to enhance their service activity to satisfy their customers.

CHAPTER – III OVERVIEW

Telecommunication Industry in India: An Overview



Introduction:

The telecommunication industry in India is one of the largest in the world, playing a critical role in the country's economic growth and digital transformation. With over 1.17 billion subscribers (as of 2023), India ranks second globally in terms of telecom user base, driven by affordable services, rapid digitization, and widespread mobile penetration.

Market Structure:

Regulatory Body: The Telecom Regulatory Authority of India (TRAI) oversees and regulates the industry.

Key Players:

Reliance Jio – Market leader with aggressive pricing and strong 4G/5G networks. Bharti Airtel – Strong presence in both urban and rural markets.

Vodafone Idea (Vi) – Facing financial challenges but remains a major player.

Bharat Sanchar Nigam Limited (BSNL) – State-owned focuses on rural connectivity. Segments:

Wireless (Mobile) Services – Dominates with over 98% of total subscribers.

Wired (Broadband) Services – Growing steadily, especially fiber-to-the-home (FTTH). Internet Services – India has the world's second-largest internet user base.

1. Growth Drivers:

Affordable Data Plans: India has some of the lowest data tariffs globally. Smartphone Penetration: Increasing adoption, even in rural areas.

Government Initiatives:

Digital India – Aims for universal digital access.

Bharat Net Project – Expanding fiber connectivity to rural villages.

Make in India & PLI Scheme – Boosting local telecom equipment manufacturing. 5G Rollout: Launched in 2022, with rapid expansion across metros and tier-2 cities.

2. Challenges:

High Competition: Intense price wars leading to shrinking profit margins. Spectrum Costs: Expensive auctions strain telecom operators financially.

Infrastructure Gaps: Rural and remote areas still face connectivity issues.

Regulatory and Legal Disputes: Issues like AGR dues have impacted telecom giants.

3. Future Trends:

5G Expansion: Increased adoption in urban and industrial sectors.

Internet of Things (IoT): Boost in connected devices, especially in agriculture and manufacturing.

AI & Automation: Enhanced customer service, fraud detection, and network management. Satellite Internet: Companies like one Web and Star link exploring rural connectivity.

Green Telecom: Sustainable practices to reduce carbon footprint.

4. Economic Impact:

Contribution to GDP: The telecom sector contributes about 6.5% to India's GDP.

Employment: Direct and indirect employment generation across manufacturing, services, and technology sectors.

Digital Transformation: Enabling e-commerce, e-governance, online education, and telemedicine.

AIRTEL**History of Airtel**

1. Airtel (Bharti Airtel Limited):

Founded: July 7, 1995 Founder: Sunil Bharti Mittal Headquarters: New Delhi, India

Key Milestones:

1995 – Inception:

Airtel launched its operations in Delhi as one of India's first private telecom companies.

2003 – National Expansion:

Became the first private telecom operator to achieve a pan-India presence. 2004 – IPO & International Expansion:

Airtel went public and was listed on the Bombay Stock Exchange (BSE) and National Stock Exchange (NSE).

2009 – Global Footprint:

Acquired operations in Sri Lanka, followed by a major expansion into Africa telecom operators in the world.

2012 – 4G Launch:

Airtel became the first telecom company in India to launch 4G services starting in Kolkata. 2015 – Digital Services Expansion:

Introduced Airtel Wynk Music, Airtel Xstream (OTT platform), and Airtel Payments Bank. 2022 – 5G Rollout:

Launched Airtel 5G Plus services across major cities and planned rapid expansion to tier-2 and tier-3 cities.

Current Status:

Present in 18 countries across Asia and Africa.

Known for its strong network reliability, digital services, and enterprise solutions.

Achievements of Airtel

Airtel (Bharti Airtel Limited):

1. Market Leadership:

One of the largest telecom operators in India and the third-largest globally by subscriber base. Strong presence in over 18 countries across Asia and Africa.

2. Pioneering 4G & 5G:

Among the first to roll out 4G services across India.

Launched 5G Plus services in major Indian cities, expanding rapidly to tier-2 and tier-3 regions.

3. Awards & Recognition:

Consistently ranked as India's fastest mobile network by Ookla and other global speed tests.

Recognized for Best Customer Experience and Network Reliability by several industry bodies.

RELIANCE JIO



History of reliance JIO:

Founded: 2007 (as Info Tel Broadband) Launched Commercially: September 5, 2016 Founder: Mukesh Ambani

Headquarters: Mumbai, India

Key Milestones:

2010 – Acquisition of Infotel:

Reliance Industries acquired Infotel Broadband, which held a pan-India 4G license, marking its entry into the telecom sector.

2016 – Official Launch:

Jio launched its commercial services with free voice calls and ultra-cheap data plans, disrupting the Indian telecom market and leading to a price war.

2017 – 100 million Subscribers:

Achieved 100 million subscribers in just 170 days, becoming the fastest-growing telecom operator globally.

2019 – JioFiber Launch:

Introduced JioFiber, offering high-speed broadband, smart TVs, and home entertainment services.

2020 – Strategic Investments:

Secured investments from tech giants like Facebook (\$5.7 billion) and Google (\$4.5 billion) into Jio Platforms, strengthening its position as a digital ecosystem provider.

2022 – 5G Leadership:

Jio acquired the largest share of 5G spectrum and began rolling out Jio True 5G with an aim for pan-India coverage.

Current Status:

India's largest telecom operator with over 450 million subscribers.

Leader in 5G deployment and a major player in digital services, broadband, and enterprise solutions.

Achievements of Jio

1. Revolutionizing India's Telecom Sector:

Launched in 2016, Jio disrupted the market with free voice calls and low-cost 4G data plans, leading to a digital revolution.

Acquired over 450 million subscribers within a short span, becoming India's largest telecom operator.

2. Digital Ecosystem Creation:

Developed a strong ecosystem with apps like JioTV, JioCinema, JioSaavn, and the MyJio app.

Expanded into broadband (JioFiber) and enterprise solutions (JioBusiness).

3. 5G Rollout Leadership:

Aggressively leading India's 5G deployment, aiming for pan-India coverage. Focus on affordable 5G-enabled devices to boost accessibility.

CHAPTER – IV

FINDINGS, SUGGESTIONS

Findings:

- Majority of respondents are aged between 18-35 years.
- Majority of the respondents are males.
- Majority of the respondents are married.
- Most respondents have an undergraduate education level.
- A significant portion of respondents are private employed for both providers.
- Prepaid services are more popular among users of both airtel and jio.
- Monthly recharge expenditure is predominantly in the range of Rs.400-600 for both providers.
- Majority of the both airtel and jio respondents are aware about the telecom service through social media.
- Majority of the airtel respondents are primary reasons for choosing this network is affordable pricing and jio respondents reason is better network coverage.
- Network Coverage: Both Airtel and Jio are perceived to provide strong network coverage, ranking equally at the top.
- Internet Data Speed: Jio is favored for faster data speeds, while Airtel is recognized for its stability.
- Signal Strength: Both providers rank similarly, with Jio having a slight edge in some areas.
- Customer Service: Airtel is viewed as having better customer service compared to Jio.
- Brand Reputation: Jio has a stronger brand image due to aggressive marketing and affordable pricing.
- Pricing: Jio is perceived as more cost-effective, while Airtel is seen as a premium option.
- A notable percentage of respondents expressed a willingness to switch providers, with better offers from competitors being the main reason.

Suggestion:

- Airtel should continue to focus on improving customer service to maintain its competitive edge.
- Jio should invest in training and resources to enhance customer support efficiency.
- Both providers should work on enhancing network stability and reducing congestion, especially in high-traffic areas.
- Airtel could consider revising its pricing strategies to attract cost-sensitive customers, particularly in the prepaid segment.
- Jio should maintain its competitive pricing while ensuring service quality does not decline.

CHAPTER – V CONCLUSION

The research on customer satisfaction in the Indian telecommunications sector, focusing on Airtel and Jio, highlights the competitive dynamics between these two leading service providers. Jio has gained a significant market share through its aggressive pricing and superior data speeds, appealing particularly to younger and cost-sensitive customers. In contrast, Airtel is recognized for its network reliability and strong customer service, which fosters user trust and satisfaction. The findings indicate that while both providers excel in network coverage, differences in customer service experiences and perceptions of data speed play a crucial role in shaping customer preferences.

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