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A COMPARATIVE STUDY ON JIO AND AIRTEL SERVICES

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ABSTRACT :

This comparative study analyses the services of Jio and Airtel, two leading telecom providers in India. The research evaluates key aspects such as network coverage, internet speed, pricing, customer satisfaction, and value-added services. While Jio is known for its affordable data plans and extensive 4G coverage, Airtel offers superior network reliability and customer service. Speed tests indicate that Airtel provides faster internet in urban areas, whereas Jio performs well in rural regions. The study highlights the strengths and weaknesses of both providers, helping consumers make informed choices based on their needs for connectivity, cost-effectiveness, and service quality.

INTRODUCTION

Telecommunication can be said as transmission of messages/ information. Today, technology has made it possible to transmit large amount of data over long distances. Telecommunication is considered to be extremely important for world economy. Amongst the several gifts that science and technology have provided to mankind, telecommunication is the most important and priceless gift. The way telecommunication has changed our lives is beyond imagination. It has become an integral part of our life. Teens and even senior citizens cannot stay away from their smartphones even for an hour. Indian market has many players providing such services. Airtel, Reliance Jio, Vodafone Idea are some of the popular examples. Customer is regarded as king of the market.

OBJECTIVES

- Evaluate network coverage, call quality, internet speed, and reliability of both service providers in different regions
- Compare the adoption and performance of 4G and 5G networks offered by Jio and Airtel.
- Provide recommendations to enhance service quality, customer satisfaction, and competitive advantage.
- Examine the marketing strategies and business models of Jio and Airtel

SCOPE OF THE STUDY

The scope of a comparative study on Jio and Airtel services involves evaluating and analysing key factors that influence the performance and customer satisfaction of both telecom giants. The study would focus on a range of aspects, including network coverage, data speed, pricing plans, customer service, and value-added services offered by Jio and Airtel. It would also investigate the market positioning and strategies of both companies, such as their technological advancements, the introduction of 4G/5G services, and innovative products.

RESEARCH METHODOLOGY

It is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically.

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

RESEARCH TOOLS

The responses obtained from the questionnaire are systematically categorized, tabulated, and examined using a simple percentage method.

$$\text{Percentage analysis} = \frac{\text{Number of responses}}{\text{Total number of respondents}} \times 100$$

LIMITATION OF THE STUDY

- Limited sample size.
- All the respondents belong to a same age category and share similar background.
- The information given by users of telecom provider could be Based on Geographic constraints.
- Time and Resource Intensive.

REVIEW OF LITERATURE

Shein Mohammed Ali (2020) –

This study examines the impact of customer satisfaction on customer loyalty in the telecom sector, highlighting competition among telecom operators and the importance of loyalty for retaining customers. (International Journal of Research Publication and Reviews, Vol 5, No 5, May 2024).

2. P. Arul Prasad (2021) –

This research analyzes the impact of service quality on customer brand equity in the telecom industry, emphasizing the role of quality service in shaping customer perceptions.

3. Gupta & Das (2021) –

This study focuses on digital transformation in the telecom sector and how digital channels enhance customer experience and satisfaction.

4. Reichheld & Scheffer (2020) –

This research highlights the importance of positive customer experiences in maintaining consumer loyalty, which is a key factor in telecom services.

5. Akbar & Parvez (2010), Kim & Lee (2012) –

These studies explore factors such as service innovation, network coverage, and perceived value that impact overall customer satisfaction in the telecom industry

INDUSTRY OVERVIEW

The Indian telecom industry has undergone a major transformation in the past decade, with key developments including:

- 4G Revolution (2016): Jio's entry in 2016 led to a data price war, making India one of the cheapest mobile data markets in the world.
- 5G Deployment (2022-2024): Both Jio and Airtel have launched their 5G services, enhancing connectivity speeds and network efficiency.
- Consolidation in the Industry: Vodafone and Idea merged to survive competition, while smaller players either shut down or were acquired.

Network coverage and speed:

- Jio operates on a 4G-only network, with a massive presence in urban and rural areas. It is rolling out standalone (SA) 5G technology.
- Airtel provides better network stability, offering non-standalone (NSA) 5G, leveraging its existing 4G infrastructure.
- According to speed tests, Airtel leads in metro cities, while Jio offers wider coverage nationwide.

DATA ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS:

To derive meaningful insights from the collected data, the process of data analysis is carried out. This involves collecting, editing, and tabulating the data for effective analysis.

SIMPLE PERCENTAGE = NUMBER OF RESPONDENTS/SAMPLE SIZE*100

Telecom provider does you currently use

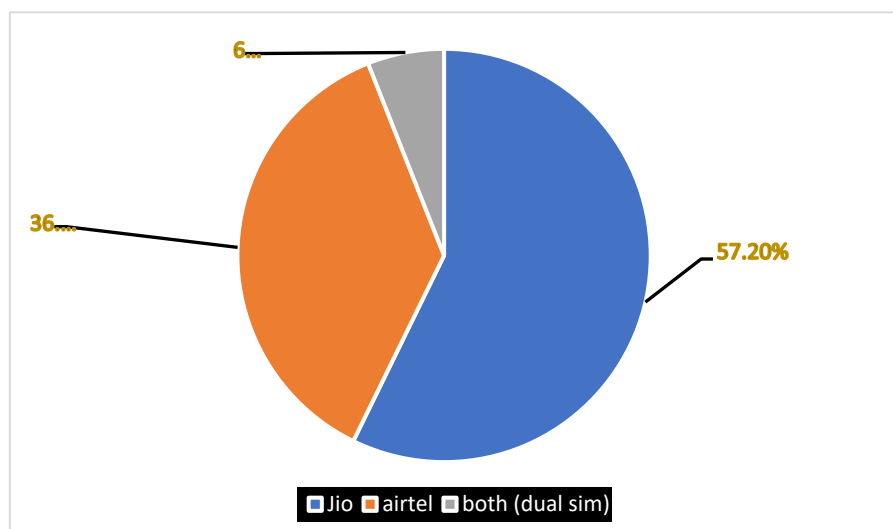
Telecom provider does you currently use	NUMBERS OF RESPONDENTS	PERCENTAGE%
Jio	67	57.2%
Airtel	43	36.80%
Both(dual sim)	7	6%
Total	117	100%

SOURCE: Primary data

INTERPRETATION

It is observed that 57.2% of the respondents are using jio, 36.80% of the respondents are using airtel, 6% of the respondents are using both jio and airtel,

Telecom provider does you currently use



INFERENCE:

The majority of the respondents are using jio for 57.20%

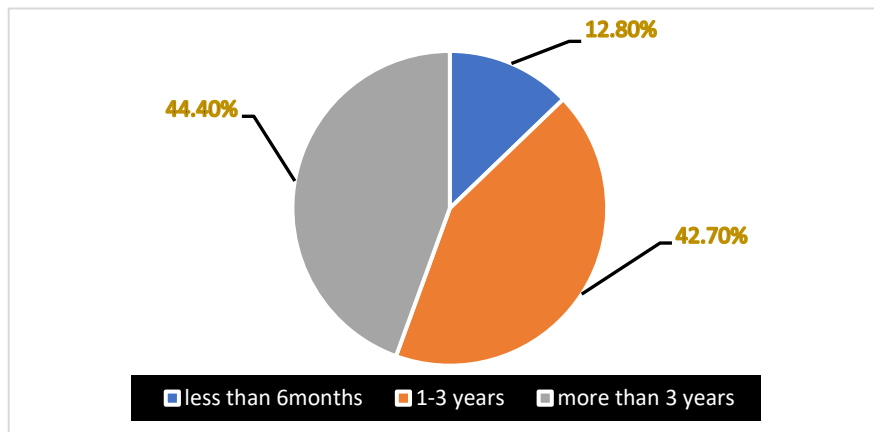
Period of using your current telecom provider

How long have you been using your current telecom provider	NUMBERS OF RESPONDENTS	PERCENTAGE%
Less than 6months	15	12.8%
1-3 years	50	42.7%
More than 3 years	52	44.4%
Total	117	100%

SOURCE: Primary data

INTERPRETATION

It is observed that 44.4% of the respondents are using telecom for more than 3 years, 42.7% of the respondents are using telecom for 1-3 years, 12.8% of the respondents are using telecom for less than 6 months

Period of using your current telecom provider**INFERENCE:**

The majority of the respondents are using current telecom provider for 44.40%

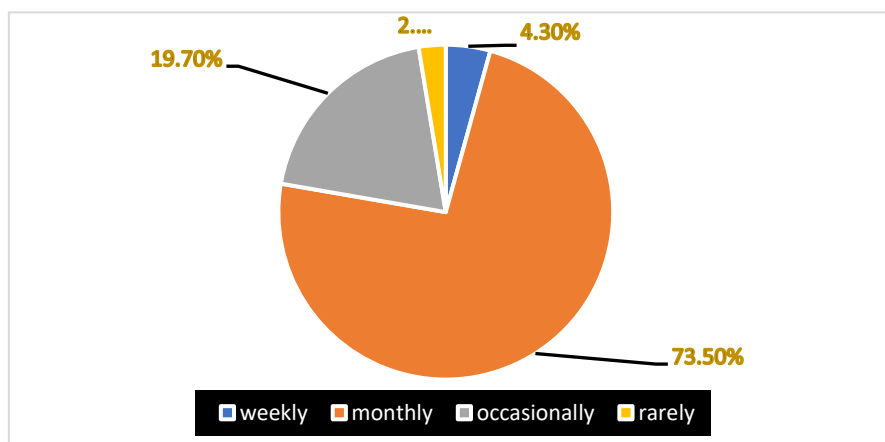
Consumer Recharge pattern

How often do you recharge your mobile plan	NUMBER OF RESPONDENTS	PERCENTAGE
WEEKLY	5	4.3%
MONTHLY	86	73.5%
OCCASIONALLY	23	19.7%
RARELY	3	2.6%
TOTAL	117	100%

SOURCE: Primary data

INTERPRETATION

It is observed that 73.5% of the respondents are recharge their mobile plan monthly 19.7% of the respondents are recharge their mobile plan occasionally, 4.3% of the respondents are recharge their mobile plan weekly and 2.6% of the respondents are recharge their mobile plan rarely.

Consumer Recharge pattern**INFERENCE:**

The majority of the respondents are recharging their mobile plan for 73.50%

FINDINGS

- The majority (57.20%) of the respondents are using jio.
- The majority (44.40%) of the respondents are using their telecom provider for 1-3 years.
- The majority (73.50%) of the respondents are recharge their mobile plan monthly.

SUGGESTION

- Expand the number of cell towers, especially in rural and congested urban areas, to reduce network congestion.
- Reduce response time for complaints, offer multi-lingual support, and improve self-service options via apps.
- Provide budget-friendly 5G plans to encourage mass adoption
- Improve connectivity in remote areas to enhance digital inclusion.
- Use renewable energy for cell towers to reduce carbon footprint

CONCLUSION

The comparative study of Jio and Airtel services provides valuable insights into the competitive landscape of India's telecom industry. Both companies have played a crucial role in driving digital transformation and expanding mobile connectivity across urban and rural areas. Jio, with its disruptive pricing, unlimited data plans, and rapid 5G deployment, has positioned itself as the leader in affordability and digital expansion. Its ecosystem of services, including JioFiber, JioTV, and JioCinema, adds significant value to its customer base. However, Jio faces challenges in terms of network congestion and call quality in certain areas due to its high user base.

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5. Gupta & Das (2021): This research highlights how digital transformation has changed customer interactions with telecom service providers, improving customer experience and satisfaction. (Digital Transformation and Customer Experience.)

WEBSITES

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