

# A COMPARATIVE STUDY ON CUSTOMER SATISFACTION OF AIRTEL AND RELIANCE JIO SERVICE PROVIDERS

**AUTHOR- M. PRASANNA REDDY, (Roll No – 17031E0014) MBA 2017-2019 Batch.**

**STUDENT AT JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY, KUKATPALLY, HYDERABAD, INDIA**

**Under the guidance of Dr. Sindhu, Director, SMS, JNTUH**

## ABSTRACT

The high growth in the demand of these telecommunication services all over the world led to the invention of new technology and internet, phones etc into the market. As India a developing country with immense market volume we can see the high demand in the telecom services.

Telecommunication is simply defined as the process of transmission of information along a significant distances to communicate over.

As per the methodology applied, the consumer mainly focuses on four factor viz, Price, product, promotional factors, Place of the product available. According to their research, Product/Service will play a vital role in deciding the consumer to use/buy the particular service/product. The project aims at analysing a specific marketing strategy for products and services of these brands only in Network service sector.

## INTRODUCTION

Among all other industries the telecom industry is one rapid growing industry in the world. Telecom service industry has great ability to give service to the people both in directly and indirectly.

The Telecom market in India can be evolve a lot since 2019, it can be say that Indian telecom services are like before Jio and After Jio. Reliance jio majorly entered into the Indian telecom market by providing 4G VoLTE services to their customer with nominal costs.

The customers are also surprised with 4G technology with lower cost ever.

India stood second place in the world in telecommunication market. The wide range of the telecommunication market divided in the following way.

- i. Wireless network
- ii. Wirelin network
- iii. Internet Services

**SUBSCRIBER BASE TRENDS**

Telecom service	QE Jun 2019	QE Sep 2019	QE Dec 2019
Bharati Airtel	324.65	329.88	331.61
Vodafone Idea	383.77	372.86	333.01
Reliance Jio	331.26	356.08	371.07

**Customer Satisfaction**

To meet the expectation of the user/customer one must analyse their satisfaction level on their product or services. It is necessary to know the number happy and satisfied customers in any industry and methods/strategies that helps in retaining their customers.

**LITERATURE REVIEW**

Hamed Dehghanan and Iman Ashoftech(2020), conducted a research on the effect of Demographic factors on consumer's buying decision, in Tehran Iran. This research output says that the buying behaviour of the customer is generally as same as Kotler model's behavioural aspects.

According to Saini and Khurana in 2019 thesis, states that the positioning of the reliance Jio brand in Indian Telecom market and their customer satisfaction levels. Affordability and Better Quality among the competitors are the major things that led Jio to take competitive advantage that had enhanced the customer attraction and retention as well.

In the year 2019, August month Vodafone and idea lost approximately 2.4 million and 28 million customers respectively. On the other side the major dominating telecom network in India before jio arrival that is Airtel had lost 2,00,000 customers in the same year. From the past few years the Telecom Industry revenue has been shifting towards the Reliance jio.

**RESEARCH METHODOLOGY****NEED FOR THE STUDY**

In order to make the service more reliable and customer retention the role of analysis of customer satisfaction will play an important role. The vast customer flow countries like India, the perception and tastes of an individual are varying for every 100 km circumference that lead to behave a diversified customer base.

**Objectives**

- i. To analyse the customer awareness towards the telecom service providers in Hyderabad city.
- ii. To evaluate the factors that influencing the customers in choosing a telecom service provider/brand.

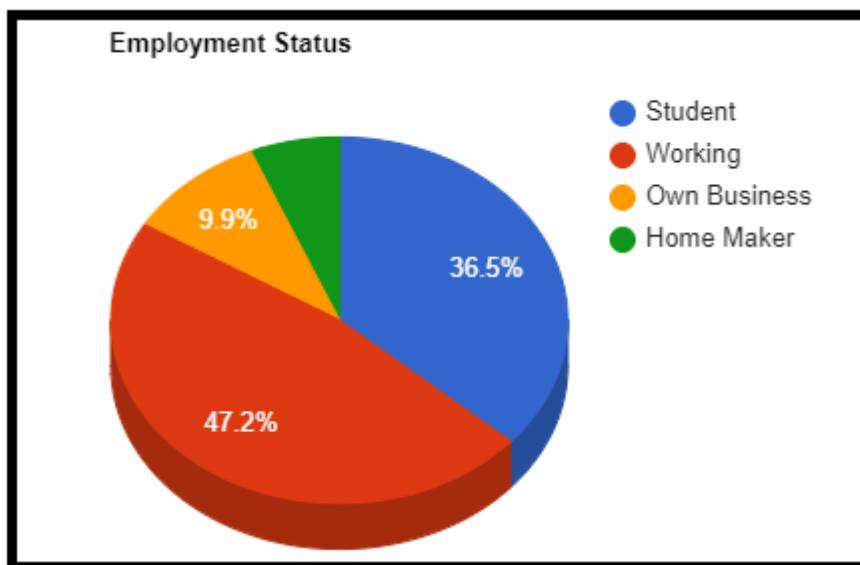
**Hypotheses**

We have considered the null hypothesis as no significance between the following:

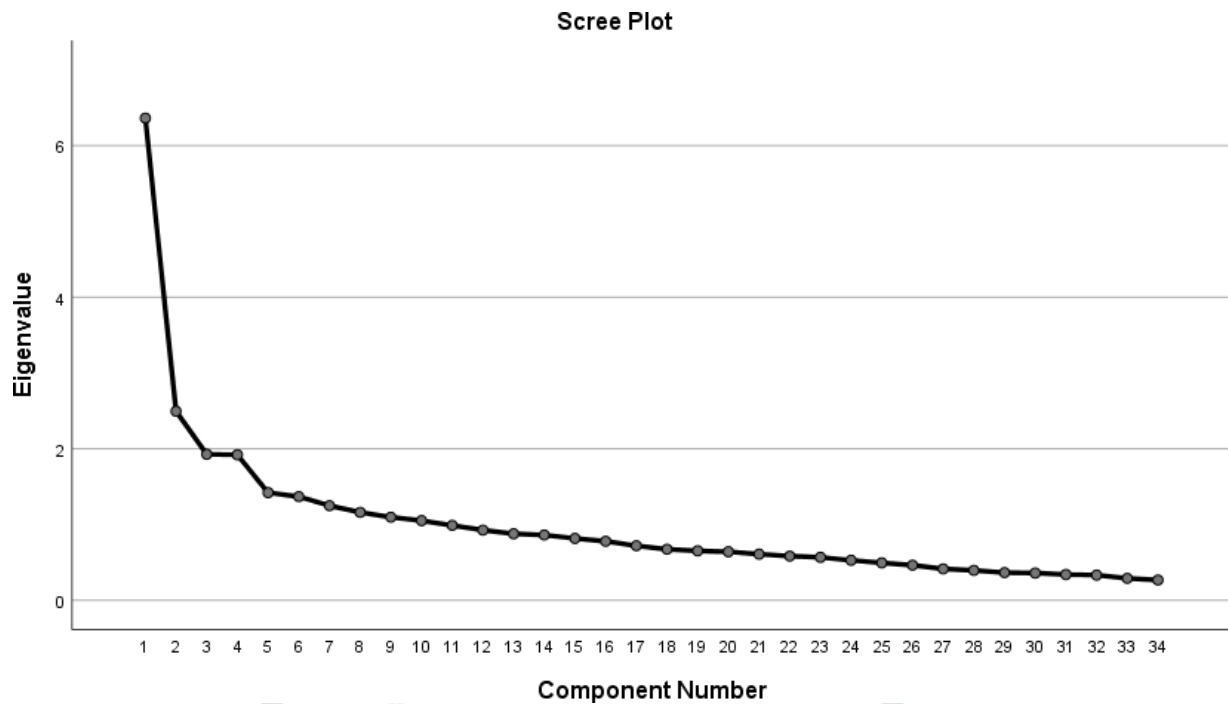
- i. Monthly income to Tariff
- ii. Monthly income to Service offers

**DATA INTERPRETATION AND ANALYSIS****Table 4.5: Respondent's Monthly Income statistics**

<b>Monthly Income (In Rs.)</b>					
		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Under 15000	99	39.30	39.34	39.3
	15001-30000	38	15.11	15.15	54.4
	30001-50000	53	21.03	21.03	75.4
	50001-75000	41	16.35	16.35	91.7
	More than 75000	21	8.33	8.37	100.0
<b>Total</b>		<b>252</b>	<b>100.0</b>	<b>100.0</b>	

**Bar representation of Employment Status**

## Scree Plot



Scree plot is plotted based on the obtained Eigen values against the component number. It is being observed that first 5 Eigen values are highly influencing and gradually the further factors are getting less influenced.

### Chi Square Analysis

#### Monthly Income and Tariff

**H<sub>0</sub>: There is no significant association between the Monthly Income of the respondent and the Tariff influencing the purchase decision.**

Monthly Income (In Rs.) * Tariff Cross tabulation							
			Battery Life				Total
			Not so Importa nt	Neutral	Import ant	Very Importa nt	
Monthly Income (In Rs.)	Under 15000	Count	0	5	26	68	99
		% within Tariff	0.0%	14.23%	40.02%	48.29%	39.36%
		% of Total	0.0%	2.30%	10.33 %	27.03%	39.33%
	15001- 30000	Count	2	8	8	20	38
		% within Tariff	15.4%	22.59%	12.3%	14.4%	15.61%
		% of Total	0.8%	3.2%	3.52%	7.9%	15.1%
	30001- 50000	Count	4	13	15	21	53
		% within Tariff	30.8%	37.1%	23.1%	15.1%	21.06%
		% of Total	1.6%	5.2%	6.0%	8.35%	21.06%
	50001- 75000	Count	6	5	13	17	41
		% within Tariff	46.2%	14.35%	20.0%	12.25%	16.36%
		% of Total	2.4%	2.06%	5.27%	6.7%	16.36%
	More than 75000	Count	1	4	3	13	21
		% within Tariff	7.7%	11.4%	4.6%	9.4%	8.36%
		% of Total	0.4%	1.65%	1.2%	5.2%	8.36%
Total	Count	14	34	66	138	252	
	% within Tariff	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	5.21%	13.39%	25.48%	55.72%	100.0%	

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	33.93 <sup>a</sup>	12	.001
Likelihood Ratio	37.67	12	.000
Linear-by-Linear Association	14.07	1	.000
N of Valid Cases	252		

a. 5 cells (25.0%) have expected count less than 5. The minimum expected count is 1.08.

From the above cross tabulation customers having the monthly income of under Rs.15000 per Month to more than Rs.75000 per month who are around 80% of respondents feel that their monthly income influence their buying behavior with respect to Tariffs.

The above chi square test P-value obtained is 0.001 which is less than 0.05 level of significance. The null hypothesis has been rejected. It means there is a significant association between the monthly income and the Tariffs.

## Educational Qualification and and Tariff

**H0: There is no significant association between the Educational Qualification of the respondent and the Tariff influencing the purchase decision**

			Battery Life				Total
			Not so Important	Neutral	Important	Very Important	
Educational Qualification	Doc.	Count	0	0	1	2	3
		% within Tariff	0.0%	0.0%	1.5%	1.4%	1.23%
		% of Total	0.0%	0.0%	0.4%	0.8%	1.2%
	PG	Count	3	9	13	34	59
		% within Tariff	23.11%	25.7%	20.0%	24.5%	23.43%
		% of Total	1.22%	3.6%	5.25%	13.57%	23.43%
	Grad	Count	10	23	38	66	137
		% within Tariff	76.9%	65.72%	58.57%	47.95%	54.74%
		% of Total	4.0%	9.1%	15.1%	26.2%	54.4%
	UG	Count	0	3	13	37	53
		% within Tariff	0.0%	8.64%	20.90%	26.65%	21.70%
		% of Total	0.0%	1.2%	5.2%	14.7%	21.0%
Total		Count	13	35	65	139	252
		% within Tariff	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	5.2%	13.9%	25.8%	55.2%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.50 <sup>a</sup>	9	.212
Likelihood Ratio	15.883	9	.071
Linear-by-Linear Association	2.182	1	.140
N of Valid Cases	252		

a. 6 cells (37.5%) have expected count less than 5. The minimum expected count is .15.

From the above cross tabulation and chi square test it has been inferred that the P value obtained is **0.211** which is greater than 0.05. Therefore there doesn't exist any significant relationship between the Educational Qualification and the Tariffs influencing the purchase decision. Hence a Null Hypothesis is **accepted**.



## FINDINGS AND CONCLUSIONS

### Percentage Analysis

- The number respondents that are preferring recharge their mobile is nearly 50%.
- 50% of the respondents are using telecom services with a price of More than 200.
- The youngsters having age group 18 to 35 are nearly 60% in this survey.
- The status of the employment is nearly 47%.

### Conclusions

1. We can conclude that nearly 75 % ae having good awareness level towards the tariff.
2. Signal Strength, Data speed, Ease of usage, Network availabilty are considered to be as most influencing mobile phone factors in making the purchase decision.

### Limitations:

- i. The study of the project is only limited to these two Companies that is Airtel and Jio
- ii. The survey is restricted to the Hyderabad region only.
- iii. The project aims at analysing a specific marketing strategy for products and services of these brands only in Network service sector.

