



# A COMPARATIVE ANALYSIS ON CUSTOMER PREFERENCE OF SERVICE WITH SPECIAL REFERENCE TO AIRTEL AND JIO IN VADODARA.

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## **Abstract -**

Indian mobile industry is one of the fastest growing sectors worldwide. Approximately every person in India using a mobile phone, this is the main cause that the Indian market is the second biggest market in network providers in the entire world. In India at current time there are two major players in the Indian market is airtel and jio who share equal number of market share. To analyse the competitive nature of two giants in market this study has been made. When Jio entered the market with a free membership plan, which had a significant impact on customers' unexpected behaviours and the competitive landscape. Customers are drawn to new plans because it plays a significant part in the telecommunications sector, and competitors must come up with new strategies to avoid the challenges that Jio created in terms of retaining customers and market share. In which airtel has successfully retained their maximum numbers of customers. Where other brands could not survive in highly competitive market. In this study we compare the services of airtel and jio and their customer satisfaction and analyse the consumer preference of services provided by airtel and jio in Vadodara city or which is most preferred brand in Vadodara city on the basis of service provided by telecom companies.

## **KEY WORDS**

Customer preference, customer satisfaction, airtel, jio comparative analysis, telecom industry, internet, mobile phone, performance etc.

## **INTRODUCTION**

### **CONSUMER PREFERENCE**

Consumer preference refers to when consumers make choices to raise their level of satisfaction. Although some of the things that consumers buy can be customised, they are not always able to get exactly what they want.

Consumer choice theory has been around for a while. It has been applied to consumer behaviour explanation. The use of consumer preference can be accomplished through a number of techniques, such as marketing, advertising, product design, etc.

The theory holds that consumers' preferences are influenced by their own preferences, the preferences of others, and the environment in which they make decisions. Consumers are impacted by these elements in addition to social norms and cultural values, which can be seen as social pressure to uphold specific behaviours or views. Consumer preference is a term used in economics to describe the decisions people make in order to optimise their level of satisfaction. Although consumers can choose some of the products they purchase, they are not always able to get exactly what they desire.

### **ABOUT INDUSTRY**

Businesses in the telecommunications sector facilitate international communication whether it be via the phone or the Internet, through cables or airwaves, wires or wirelessly. These businesses built the network that enables the transmission of data in the form of text, voice, audio, or video throughout the globe. Internet service providers, satellite companies, cable companies, and telephone operators are the biggest businesses in the industry.

A few of large national and regional operators dominated the telecommunications industry not so long ago. The industry has been swept up in fast liberalisation and innovation since the early 2000s. Government monopolies are currently being privatised in many nations around the world, and they are now up against a slew of new competitors. The rise of mobile services is outpacing that of fixed-line services, and the Internet is beginning to supplant voice as the mainstay of commerce, upending traditional marketplaces.

- The telecommunications industry is made up of businesses that send data in the form of words, speech, audio, or video around the world.
- The three primary subsectors of telecommunications are wireless communication, telecom services, and telecom equipment.
- Telecommunications businesses can entice both growth- and income-oriented investors because of the growing emphasis on video, text, and data over voice in the industry.
- The telecom industry as a whole has shown stable long-term development, despite the fact that individual equities can be highly volatile. This is because telecommunications have grown into a crucial fundamental industry that is immune to market cycles.

### **MODERN TELECOMMUNICATION TOOLS**

1. Telephone
2. Mobile phones
3. Radio and television
4. Internet
5. Local area network and wide area network

### **OVERVIEW OF WORLD MARKET**

The size of the worldwide telecom services market was estimated at USD 1,657.7 billion in 2020, and it is anticipated to increase at a CAGR of 5.4% from 2021 to 2028. The growth in spending on the installation of 5G infrastructures as a result of the shift in customer preference towards smartphone devices and next-generation technologies is one of the key factors driving this industry. Additional reasons that could boost market expansion include an increase in mobile users, increasing high-speed data connectivity demand, and increased demand for value-added managed services. Undoubtedly, one of the main areas for ongoing technological advancements over the past few decades has been the global communication network.

The industry's product line changed from just supporting speech and visual signals in facsimiles or telegraphs through wired infrastructure in the late 19th century to the current situation, when audio, video, and text content may be exchanged over many wireless infrastructures.

The market for telecom services has seen significant advancements in data speeds from the Global System for Mobile Communications (GSM) and Code Division Multiple Access (CDMA) to Third Generation (3G), Fourth Generation (4G) and Fifth Generation (5G) networks are now being commercialized. Large data transfers used to take days to complete; now, because to the advancement of data networking, they only take a few seconds.

Customers prefer Over-The-Top (OTT) channels in the current digital era for a variety of reasons, the most important of which being the availability of a large number of viewing options and competitive price. The OTT solution providers provide online access to video, audio, and other media assets. They often don't have to abide by price agreements and have a limited number of watching possibilities. OTT applications include things like Netflix, Amazon Video, Roku, Hotstar, HBO, and more.

Both consumers and advertisers are becoming more familiar to OTT applications and content. Additionally, the quality of smartphone displays and audio, open-source software, and extremely quick Internet Protocol (IP) networks, among other cutting-edge services, serve as motivating factors to attract more customers to the OTT providers' "freemium-based" business models, resulting in an ever-growing adoption rate.

## **OVERVIEW OF INDIAN MARKET**

As of July 2022, India's telecom sector had 1.17 billion subscribers, making it the second largest in the world. India has an overall tele-density of 85.11%, of which the rural market, which is mostly untapped, has a tele-density of 58.37%, and the urban market has a tele-density of 134.78%.

The total number of internet subscribers (narrowband + broadband subscribers) reached 829.3 million by the end of December 2021, with 37.25% of those users living in rural areas. As of July 2022, there were 807.42 million broadband customers. Additionally, from 61.66 MB in December of last year, the average monthly data usage per wireless data subscriber has climbed by 22,605% to 14.97 GB in December of this year.

Affordable prices, increased accessibility, the introduction of Mobile Number Portability (MNP), expanding 3G and 4G coverage, changing subscriber

consumption patterns, government initiatives to increase India's domestic telecom manufacturing capacity, and a supportive regulatory environment have all contributed to the industry's exponential growth over the past few years.

The third-largest industry in terms of FDI inflows, the telecom sector supports 2.2 million jobs directly and indirectly and accounts for 6.44% of all FDI inflows. The amount of FDI into the telecom sector between 2014 and 2021 increased by 150%, from \$8.32 billion to \$20.72 billion. In the telecom industry, 100% Foreign Direct Investment (FDI) is currently permitted via the automatic method.

Infrastructure, Equipment, Mobile Virtual Network Operators (MNVO), White Space Spectrum, 5G, Telephone service providers, and Broadband are the subsectors that make up the telecommunications sector.

## **MAJOR COMPANIES IN THE INDUSTRY**

In India there is four major companies in telecom industry

1. Bharti Airtel
2. Reliance jio
3. Vodafone Idea [vi]
4. BSNL

### **1. Airtel**

Bharti Airtel Ltd. conducts business in the provision of direct-to-home services, passive infrastructure services, and communications systems and services. The following business segments make up how the company conducts its operations: Mobile services for Africa, India, and South Asia, as well as for Airtel Business, Tower Infrastructure Services, and Digital TV Services. The segment for mobile services in India and South Asia includes voice and data telecom services delivered over wireless technologies in those regions. The provision of voice and data telecom services to customers in the African continent is covered under the Mobile Services Africa section. The voice and data communications based on fixed network and broadband technology are covered by the Telemedia Services category. Digital broadcasting services offered through the direct-to-home model are included in the Digital TV Services section. By acting as a single point of contact for all communications requirements across

data and voice, network integration, and managed services, the Airtel Business sector covers end-to-end telecom solutions being delivered to large Indian, or international organisations. Installation, operation, and maintenance of wireless communication towers are all listed as Tower Infrastructure Services in India. Mobile commerce services are included in the Other's segment, along with administrative and support services. On July 7, 1995, Sunil Bharti Mittal launched Bharti Airtel, which is based in New Delhi, India.

## 2. Reliance jio

Reliance A subsidiary of Jio Platforms, Jio Info COMM Limited, doing business as Jio, is an Indian telecommunications firm with its headquarters in Navi Mumbai, Maharashtra. It runs a nationwide LTE network that is accessible in all 22 telecom circles. Jio now provides 4G and 4G+ service, but is also planning to provide 5G and 6G.

Jio soft debuted on December 27th, 2015, with a beta for partners and staff, then went live to the general public on September 5th, 2016. With more than 42.62 crore (426.2 million) members, it is the largest mobile network operator in India and the third largest mobile network operator in the world.

Jio introduced a fiber-to-the-home service in September 2019 that includes home broadband, television, and phone services. As of September 2020, Reliance Industries has raised ₹1.65 lakh crore (US\$21 billion) by selling nearly 33% equity stake in Jio Platforms.

Reliance Jio Infocomm Limited (RJIL), a subsidiary of Reliance Industries Limited (RIL), India's largest private sector company, is the first telecom operator to hold pan India Unified License. With the exception of Global Mobile Personal Communication by Satellite Service, this licence entitles RJIL to offer all types of telecommunication services.

RJIL has access to spectrum that can be used to provide fourth generation (4G) wireless services at 1800 MHz (across 14 circles) and 2300 MHz (across 22 circles). Through an integrated ecosystem, RJIL intends to offer seamless 4G services using TDD-LTE on 2300 MHz and FDD-LTE on 1800 MHz

RJIL is establishing a pan-Indian telecom network to offer dependable (4th generation) high-speed internet connectivity, rich communication services, and various digital services on a pan-India basis in important sectors like education, healthcare, security, financial services, citizen interfaces with the government, and entertainment to the underserved Indian market. By enabling anytime, anywhere access to cutting-edge and empowering digital information, applications, and services, RJIL hopes to help India take the lead globally in the digital economy.

### Products of airtel

- Prepaid. Airtel.
- Post-paid. Airtel
  1. Broadband
  2. Digital television
  3. Banking
  4. Business
  5. Android based tablets
  6. Airtel apps
    - a) My airtel
    - b) Airtel xstreme
    - c) Airtel Thanks
    - d) Airtel tv

### Products of jio

1. Mobile broadband
2. Jio fiber
3. Jio branded device – LYF phone
4. Jio phone
5. Jio phone next
6. Jio applications
  - a) **Jio Pages** – a web browser for Android devices
  - b) **Jio Chat** – instant messaging app
  - c) **Jio Cinema** – online HD video library
  - d) **Jio Cloud** – cloud-based backup tool
  - e) **Jio Health** – health services app
  - f) **Jio News** – e-reader for news
  - g) **Jio Meet** – video-conferencing platform
  - h) **Jio Money** – online payments/wallet app
  - i) **Jio Saavn** – for online and offline music streaming in English and Indian languages

- j) **Jio Security** – security app
- k) **Jio TV** – TV Channels streaming service
- l) **Jio Voice** – VoLTE phone simulator
- m) **My Jio** – manage Jio account and digital services associated with it.

## **INTRODUCTION OF THE STUDY**

### **1.1 LITRETURE REVIEW**

in literature survey, a review of earlier studies is carried out in the following paragraphs. This review outlines a small number of focused studies with specific reference to the theme of the study.

1. **D Satyanarayana, Dr. K Sambasiva Rao and Dr. S Krishnamurthy Naidu (2017)** have done the research on The impact of Reliance Jio on Indian mobile industry A case study on mergers and acquisitions of idea – Vodafone and Airtel – Telenor the main objective of this study was to examine the impact of new entrant R-Jio on competitive strategies of rival in the industry and to analyse the major changes in the Indian telecom industry and the result from the study they found out Reliance Jio's free introducing offer creates lot of radical and unexpected changes in consumer's behaviours and competitor's strategies. The impact of this new entrant affects equilibrium in the mobile industry and makes rivals vulnerable that they resort to mergers and acquisitions in Indian mobile network providers.
2. **Mr. Rajesh Kumar and Mr. Bijendra Kumar Puskar (2019)** from Madan Mohan Malviya University of Technology, Gorakhpur have done the study on Comparative analysis of Reliance Jio with Airtel, Vodafone telecom service the objective of the study is To find out the customer satisfaction towards Reliance Jio and Airtel, Vodafone services in Gorakhpur, UP from this study results that from the analysis it is found that mostly the telecom user are youngster Reliance Jio is most accepted service due to its cheapest tariff that batter than other telecom service provider imposed Rs 35 tariff to get incoming call but no such restriction imposed by Reliance Jio. Most of the student user of the Reliance Jio. Because their service to be cheapest better than Airtel, Vodafone and other.
3. **Mr. N. Venkat, Mr. M. Nagabhaskar, Mr. D. Subbareddy (2017)** Assistant Professor, Department of Management Studies, VISIT Engineering College, Tadepalli Gudem, have done the research study on A Comparative Study on brand impact on Customers with Respect to Idea, Airtel and Reliance Jio telecom brands in West Godavari District. The objectives of the studies are to collect data customers interests and tastes in telecom products. From the survey they find out that Detailed observation reveals that brand recognition and brand awareness regarding Reliance Jio is much better when compared with other two market leaders in Indian Telecom industry in West Godavari District. Despite the fact there is only a small gain in terms of numbers, in a highly competitive market such as the Telecom Industry, the numbers really matter a lot.
4. **Dr Meghna Aggarwal, (2019)** Assistant Professor, from ASSM College Mukandpur has done the research on A Comparative Study on Customer Satisfaction in Telecommunication industry. From the research they found out It is concluded that the dimensions of services quality such as assurance, convenience and tangibles show significant differences in customer satisfaction between Reliance Jio and Airtel. The other dimensions, such as responsiveness and reliability do not show any significant differences in customer satisfaction between Reliance Jio and Airtel. The results suggest that Airtel performs better compared to Reliance Jio in the areas of assurance, convenience, and tangibles. Both Reliance Jio and Airtel perform in a similar manner in terms of responsiveness and reliability. Therefore, Reliance Jio should improve its performance in the areas of assurance, convenience, and tangibles to ensure the bank delivers customer satisfaction continuously in order stay relevant in the business.
5. **J. JAYALAKSHMI (2021)** completed a report on the impact of Jio on the Indian telecom industry. The studies' main goals are to gain an overview of the current state of the Indian telecom sector, comprehend Jio's entry tactics, and determine how Jio will affect the country's other service providers in the telecom sector. The entry of Jio into the market has surfaced as the biggest threat for the businesses in the sector, and it has been implied that

Jio has succeeded in acquiring more than 109 million subscribers within a brief period of time, which is very impressive. Using the main and secondary information gathered, As a result of Jio's entry into the telecom market, companies like Airtel, Vodafone, Idea, and BSNL have begun to experience declining sales, market share, customer base, and profits.

6. **Rengarajan, V., Amudha, R., and Nalini, R. (2017):** The primary goal of this study was to ascertain consumers' intentions to repurchase Airtel. The questionnaire-based main data collection method was used to compile the study's data. Through a straightforward random sampling procedure, 200 Airtel customers in the Cuddalore region provided the data, which was then analysed using percentage analysis and a single factor ANOVA with the aid of the SPSS package. Based on prompt service and network modernization, gender affects customer happiness levels. Because of their level of dissatisfaction, respondents believe that continuing purchases, having multiple connections, general pride in and faith in using Airtel, price sensitivity, service differentiation, and multi-usage could not be continued. In comparison to other companies, Airtel is preferred by 57% of respondents. This indicates that 43% of Airtel's customers are expected to switch to rivals.
7. **G Uma Maheswaran Dr. A Sulekha** have done the research study on A comparative study on customer satisfaction towards Airtel and JIO with special reference to Coimbatore (West) from the study they identify that From the study it is found that mostly the Airtel and Jio user are youngster Jio is most accepted facility due to its low-priced rate that better than other telecom service provider forced Rs.35 call present rate to get incoming call but no such limit imposed by Jio Most of the respondents to be use Jio due to unlimited free voice calling, and internet speed better than Airtel, and other telecom services. Most of the respondents are highly satisfied with Music facilities. Most of the student user of the Jio. Because their facility to be inexpensive better than Airtel, and others. Most of the user unhappy from present recharge scheme Recharge strategy due to mostly user of Airtel, change in Jio. Users typically use Airtel and other

providers over Jio because of their faster internet speeds.

8. **Siddharth Kalra, Maria Padacheril, Shubhashish Chandak:** Christ University's School of Business Studies and Social Science students have conducted studies. The initial free offer had a significant effect on both consumer behaviour and competitors' strategies for competing in the market. The impact of Jio on the telecom industry completely altered everything and led to mergers and purchases within the industry. Many of Jio's competitors were at danger due to its marketing strategies. From the above data we found out that the low price offered by Jio was the major attraction of consumers towards this service which reduced their monthly expenditure on sim usage by almost 50%. The free voice and roaming service by Jio was also a big marketing strategy by them as this seemed as a very viable service to have by consumers. From the article we could also interpret that Jio had put into a lot of effort and research behind the marketing strategies adopted by them by capturing the areas where consumers were lacking from other service providers.
9. **R. SHIJI and M Uma** 8. Both have completed a research project titled "A STUDY ON CUSTOMER SATISFACTION TOWARDS USAGE OF AIRTEL MOBILE SERVICE" (with reference to the city of Coimbatore). From their findings, they discovered that the study examined the effects of demographic variables on the degree of satisfaction expressed by users as well as user behaviour patterns. It has been determined that the respondents are satisfied with the service offered by Airtel Prepaid cell users. However, the majority of respondents are dissatisfied with the phone's capabilities. In order to improve their service offerings and please their clients, Airtel Prepaid mobile users should concentrate on promotional activities on par with those of private service providers.
10. **Rifaya Meera, Padmaj R, Vishwanath, Kaleeswaran (2018)** from Department of Commerce, Ayya Nadar Janaki Ammal College, Sivakas, have based on their analysis of customer satisfaction with Airtel 4G in Sivakasi, they

discovered that communication is a crucial component of today's society. People cannot successfully carry out their job without communication. Cell phones are an essential part of knowledge and communication in the digital age. Numerous possibilities are opening up for customers thanks to the increasing use of cell phones. Despite the large number of network service providers, Airtel is the best because it meets its customers' requirements. In this respect, Airtel 4G services have won recognition for their ability to provide customers with quick network access. Accordingly, study indicates that Airtel completely satisfies its customers, and some recommendations are made as a result. Findings of the study, which can be useful for the Airtel for its development.

11. **V.G. ESWARI, S. DURGADEVI, Mrs. B. LOGESWAR (2019)** from Department of Management, Idhaya college for women, Kumbakonam, India have done the research study on A Study on Customer Satisfaction Towards Airtel Network in Kumbakonam from this research they found out Today, most of the people are using Airtel network. It is the fastest network in the India. There are more facilities available such as News, Films, TV shows. It will be easy to interact with people. The network speed helps us to surf fastly without any buffering and through that we can get huge amount of information easily.

### **BACKGROUND OF THE STUDY:**

The Indian telecom sector is one of the most dynamic and has made a significant addition to the growth of the economy. Since the industry's trends and patterns are constantly evolving due to advancements in technology, all telecommunications firms must devise novel and unconventional business plans in order to survive the fierce competition.

The entry of Reliance Jio recently had a significant effect on the Indian telecom sector. Jio attempted to take the majority of the market share by offering free, limitless internet and phone services, which increased demand for the products. People reacted favourably to the launch of this programme. The competitors in this industry, who already held a competitive advantage on the market, saw a drop in

their marginal income and market share. This risky move by RIL had a significant impact on businesses like Vodafone Idea and Airtel, two of the three major participants in the Indian telecom industry.

In recent years, the telecom industry has experienced numerous upswings and downswings. In India, the two main players are Airtel and Jio, and both of them are fiercely competitive. This makes it possible to compare how customers prefer the services that Airtel and Jio offer.

### **OBJECTIVE OF STUDY:**

The objective of the study is to know the comparative measurement of the customer perception regarding the service of two major companies that are doing their business in Gujrat region. These two companies are Reliance jio & Airtel along with the I tried to find out the perception of the customer of different age group & different profession which are using the service of these companies permanently are giving below.

- To Analyse the consumer preference of services provided by airtel and jio in Vadodara city.
- To analyse the consumer satisfaction in Indian telecom industry.
- To analyse the competitive nature of jio and airtel.
- To find out the factor which affect the consumer preference in telecom sector.

### **PROBLEM STATEMENT / RATIONALE / OF THE STUDY**

In telecom industry today's time competition is very high. In today's business world, every company is competing for an ever-growing share of the consumer market. It would seem that every company is engaged in a constant state of war with every other business, each attempting to one-up the other with more aggressive and successful techniques and product. India is a second telecom sector in the world. Where only two major players cover maximum share of market and other companies don't exist in front of two giant airtel and jio.

Because of impact of these two players other players do merger and acquisition to survive on the market. Ex. Vodafone and idea Vi. The main problem of telecom industry at current time is rapidly growing price so by maintain importance of this point analyze comparatively of the services provided by airtel and jio and consumer preference on their services and find out the customer satisfaction on the service provided by airtel and jio.

## **RESEARCH METHODOLOGY**

### **METHODS FOR DATA COLLECTION & VARIABLES OF THE STUDY**

#### **Methods for data collection**

1. Primary Information
2. Secondary Information

#### **Primary Information**

A questionnaire was used to collect primary data.

#### **Secondary Information**

Secondary data was gathered from Books Journals Magazines Web's logistics es

#### **Sampling**

The sampling approach used for data collection is convenient sampling. The convenience sampling technique is a non-probability approach.

#### **Sample size**

The number of individuals to be polled is indicated by logistics. Although big samples provide more trustworthy findings than small samples, owing to time and financial constraints,

#### **Analytical strategy**

- Graphs and charts are used to depict diagrams.
- Following the use of the relevant statistical methods, logistical conclusions will be formed.
- Findings and recommendations will be provided to make the research more helpful.

## **Results and Findings**

1. According to the survey we got 115 respondents in which we collect 50 airtel respondents and 50 jio respondents.
2. According to survey shows that 35% are female respondents and 65% are male respondents in which Airtel have majority female respondents 40% compare to jio only have 30% female respondents or airtel have 60% male respondents and jio Have 65% male respondents.
3. The data shows that Airtel has a majority 64% of first-time users than Jio have 52% first time users.
4. According to survey majority usage duration use their network services more then one year, as 56% airtel respondents using their services more than one year and 70% jio respondents using their services more than one year.
5. The survey suggests that Jio has a majority in new customers whereas, Airtel has more loyal customers.
6. It shows that users don't prefer to change their service provider in a short span of time.
7. Majority of the users of both Airtel and jio prefer prepaid services then post-paid services. Only few users prefer to go for the post-paid scheme,
8. According to survey majority of 18% airtel users use post-paid schemes whereas only 6% airtel users use post-paid service. Airtel has more post-paid customers then jio.
9. According to survey Major source of information that influenced buying decision for Airtel users and jio users were friends and family, and second major source is Advertisement for both the users, but jio have more users who influenced from friends and family then airtel which means it has better word of mouth promotion.
10. The data shows that the major factors that influence the buying decision of a service provider are in airtel majority users are influenced from connectivity and majority of jio respondents are influenced from attractive schemes.
11. It shows that majority of airtel respondents interested in unlimited calling plan and majority jio respondents are interested in unlimited data plan.
12. It shows that the preferred monthly recharge expenditure of both Airtel and Jio users were Rs.250-350.
13. It shows that majority of the Airtel users were not aware of the value-added services like music apps



subscription, digital tv, digital content app, caller tune etc available to them compared to jio users.

14. According to survey airtel users are more satisfied with the network service then jio users.

15. According to survey the major problem faced by both airtel and jio users is range problem, 42% Airtel users faced range problem and 38% jio users faced the same problem.

16. It shows that jio users are more satisfied with the pricing strategy compared to airtel.

17. Data shows that Airtel users are more satisfied with the internet speed and brand image of the company compared to jio.

18. Data shows that an Airtel user is more likely to suggest and promote their serviceprovider to others compared to a jio user.

19. Data shows that equal number of respondents of both airtel and jio wants to change their current network. These are those customers who do not continue with one brand for longer time.

20. According to table majority of customer always said that their current service provider is best and there is very less chances to change.

21. According to survey majority airtel users are highly satisfied with overall various plans offered by their service provider compare to jio. And 44% jio users are not highly satisfied with their service provider.

### **Limitation of the study**

1. A sample size of 100 respondents in total was collected.
2. This research has included only airtel and jio customers.
3. The area of study covers only Vadodara region of Gujrat.

### **Suggestions**

1. Airtel and Jio should give emphasis on improving the network coverage, particularly in rural areas so that more customers can be gained and retained.

2. Airtel and Jio should take necessary steps to improve connectivity as more people now depend on them for their work and studies.

3. Airtel and Jio should try and eliminate the problem of network range in outskirts area.

4. Airtel and Jio should introduce better service plans at affordable prices.

### **Conclusion**

This research project helps me in going insight into the telecommunication industry and evaluate that how this industry function. At current time there are two biggest company who rule the overall telecommunication industry where other players are continuously making losses. This project helps us to understand how company promote their strategy marketing tools for customer acquisition. Now every individual in India uses telecom product but from this project we understand that game is not to acquire new customer the is about acquiring competitor's customer to change their telecom service.

In today's Indian market both airtel and jio sharing equal number of markets share they both are very competitive in nature. from this product we understand that the real revolution is done by the jio in this market where he gives free internet to Indian customers with high-speed internet that time majority of customer purchased jio sim and that is the most successful customer acquisition method use by reliance jio. That time majority of customers shifted from there telecom network to jio.

But airtel also come back in market with various attractive scheme and the loyal customers who use airtel for long time they were stick to their current network and those who changes during jio freebies time they came back after the freebie comes to an end.

From this project we found that what are the factor influence the buying decision of customers so we have found out the customer preference.

According to survey majority people prefer airtel compare to jio because jio users facing some network issues. And jio also providing so much other services for influence the customers like jio tv and jio cinema etc.

And airtel customers have less complain with their service provider compare to jio. That's why people are more satisfied with airtel then jio.

Today's market is flooded with mobile service providers who offer a variety of service packages aimed at people from all walks of life and social strata. In contrast to its rivals, a company succeeds because of customer preferences for particular features. The Indian market is a price-sensitive market with a "more for less" mentality. The Indian telecom firms employ the same approach to both compete with one another and draw in new clients. Leading Indian firms Jio and Airtel both meet the needs of their clients by introducing cutting-edge plans and improved deals.

According to the report, airtel has a somewhat higher performance and preference rating than jio. Due to the rivalry between Jio and Airtel, both businesses now perform to a benchmark quality. These businesses not only complement and compete with one another in a healthy way, but they also use improved technology and customer service, ensuring the wellbeing of both the business and the client and laying the foundation for a better future.

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