



A COMPARATIVE STUDY ON CUSTOMER SATISFACTION TOWARDS AIRTEL AND JIO WITH SPECIAL REFERENCE TO UDUMALPET TOWN

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ABSTRACT

Indian mobile industry is one of the breathless growing industries in the globe. Approximately every people 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. When Jio came in to the market with a free membership plan, which made huge changes in customer unexpected actions and competitive blueprint. It plays a major role in the telecommunications industry, so customers are attracted towards new plan and the contestants in competition has to face a new alternation as to how to avoid the difficulties made by Jio to retain customers and Market Share The study, which is the most preferred service provider in Udumalpet town, compares to other service provider such as Airtel. Apart from this, the study has also focused to analyse customers' satisfaction towards Jio.

Keywords: customer satisfaction, service provider

1.INTRODUCTION

Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals."

Company Profile

Airtel Company Profile



Company Name: Bharti Airtel Limited

Industry: Telecommunications

Headquarters: New Delhi, India

Founded: 1995

Founder: Sunil Bharti Mittal

CEO & Managing Director: Gopal Vittal (as of 2024)

Website: www.airtel.in

Overview

Bharti Airtel, commonly known as Airtel, is a leading global telecommunications services provider. It is one of the largest mobile network operators in India and also operates in several other countries across South Asia, Africa, and other regions. The company offers a wide range of services, including mobile voice and data services, broadband, digital TV, and enterprise solutions.

Services Offered

1. **Mobile Services:** Airtel provides 2G, 3G, 4G, and 5G services for mobile customers, including voice and data plans.
2. **Broadband & Fixed-line Services:** Airtel offers high-speed internet and home broadband services under the Airtel X stream brand.
3. **Airtel DTH (Direct-to-Home):** Satellite TV services offering a wide range of television channels.
4. **Enterprise Solutions:** Airtel provides a variety of enterprise services including managed services, data centers, cloud, and IT infrastructure solutions.

5. **Digital Financial Services:** Airtel Payments Bank, a subsidiary of Airtel, offers mobile banking and digital payments services.
6. **Airtel Business:** Solutions for business customers, including voice, data, and network services.
7. **Airtel 5G:** Airtel is one of the early adopters of 5G technology, providing ultra-fast data and enhanced connectivity to its customers in select regions.

Jio Company Profile



Company Name: Reliance Jio Infocom Limited (commonly known as Jio)

Industry: Telecommunications, Digital Services

Headquarters: Mumbai, Maharashtra, India

Founded: 2007 (launched commercially in 2016)

Founder: Mukesh Ambani (Chairman and Managing Director of Reliance Industries)

CEO: Akash Ambani (as of 2024)

Website: www.jio.com

Overview

Reliance Jio, or simply Jio, is a telecommunications company and a subsidiary of **Reliance Industries Limited (RIL)**, one of India's largest conglomerates led by Mukesh Ambani. Jio revolutionized the Indian telecom market by offering affordable mobile data services, making it one of the fastest-growing companies in the sector. Jio's entry into the market in 2016 drastically reduced data prices and changed the competitive dynamics of the Indian telecom industry, helping India become the largest consumer of mobile data in the world.

Services Offered

1. **Mobile Services:** Jio provides 4G LTE and 5G services, including voice, SMS, and high-speed data plans. It is one of the pioneers of offering **data-centric mobile plans** in India.
2. **JioFiber (Fixed-line Broadband):** Jio offers broadband services with high-speed internet access under the JioFiber brand, catering to homes and businesses.
3. **JioTV:** A popular OTT (over-the-top) streaming service offering live television, sports, movies, and shows.

4. **Jio Cinema:** An OTT platform offering movies, web series, and digital content across various genres.
5. **Jio Saavn:** A music streaming service that offers access to millions of songs.
6. **Jio Cloud:** Cloud storage and file-sharing services for both personal and business use.
7. **Jio Mart:** An e-commerce platform focusing on online grocery delivery.
8. **Jio Security:** A mobile security solution that provides antivirus and data protection services.
9. **Jio Payments Bank:** A digital bank offering mobile-based banking services in partnership with the State Bank of India (SBI).
10. **Jio Platforms:** A digital services platform that includes partnerships in sectors like technology, entertainment, and finance. It houses services like Jio Apps (for digital services) and JioFiber, JioMeet, etc.

2.REVIEW OF LITERATURE

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.

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.

Shebin Mohammed Ali (2020): "To study the impact of customer satisfaction on customer loyalty in mobile telecom at Thirupur 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 (2022): "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.

3.OBJECTIVES OF THE STUDY

- To find out the factors that influence the customer satisfaction on Airtel and Reliance Jio.
- To compare the level of customer satisfaction towards of Airtel and Reliance Jio.
- To study the sources of information on Airtel and Reliance Jio.

3.1 LIMITATIONS OF THE STUDY

- A sample size of 120 respondents in total was selected for the study.
- The research has included only Airtel and Reliance Jio customers.
- The area of study covers only Udumalpet town.

4. RESEARCH METHODOLOGY

The study is descriptive in nature which is based on both primary and secondary data. This research follows the previous research methodology survey related area. Questionnaire was designed to get data for comparative study on customer satisfaction towards Airtel and Jio with special reference with Udumalpet town. Also, convenience sampling was used to select the respondent.

Source of data

The study is based on both primary and secondary data.

1. Primary data

The primary data for the study is to be collected from 120 respondents from Udumalpet town with the help of a properly designed questionnaire.

2. Secondary data

Secondary data is conducted from books, journals, documents, websites, articles, research papers, and other publications.

Sampling: For collecting the primary data convenient sampling technique is adopted. Total sample size is limited to 120.

5. FINDINGS OF THE STUDY

Level Of Satisfaction

Satisfaction Index is computed to ascertain the level of satisfaction of the respondents on the mobile services provided by Airtel and Jio. Service providers offer various mobile services to its customers. Their Twenty-nine wireless mobile services are considered for the present study. The response is rated on a five-point scale. Answer to the question range from one to five. Thus, the maximum score is 145. The mean satisfaction is 60.50 and the standard deviation is 19.82. The score up to 40.68 is categorized as low; the score from 40.69 to 80.31 is categorized as medium and the score 80.32 and above is categorized as high.

Table: 1 Level of Satisfaction of Airtel Customers

Level of Satisfaction	Number of Respondents	Percentage of Respondents
Low	28	23
Medium	71	59
High	21	18
Total	120	100

Source: Primary Data

Table 1 shows that 28 (23 per cent) respondents have low level of satisfaction, 71(59 per cent) respondents have medium level of satisfaction and 21(18 per cent) respondents have high level of satisfaction on the mobile services provided by Airtel and Jio.

CHI- SQUARE TEST

Chi square test is carried out to know whether there exist a significant association between select variables – Area of Residence, Gender, Age, Marital Status, Type of Family, Members in the Family, Earning Members in your Family, Educational Qualification, Occupation, Respondent Monthly Income – and the level of satisfaction.

Ho: There is no significant association between the select personal variables and level of satisfaction

Table:2 Select Personal Variables and Level of Satisfaction. (chi square test)

Variables		Level of Satisfaction			N=12	X ²	'P' Value
		Low n=28	Med n=71	High n=21			
Area of Residence	Rural	10 (19.60)	31 (60.80)	10 (19.60)	51	1.311	0.859
	Semi urban	10 (23.30)	26 (60.50)	7 (16.30)	43		
	Urban	8 (30.80)	14 (53.80)	4 (15.40)	26		
Gender	Male	16 (21.90)	44 (60.30)	13 (17.80)	73	0.209	0.901
	Female	12 (25.50)	27 (57.40)	8 (17.0)	47		
Age	Below 25	7 (14.30)	32 (65.30)	10 (20.40)	49	7.6	0.269
	26-40	12 (26.70)	24 (53.30)	9 (20.0)	45		

	41-60	9 (37.50)	13 (54.20)	2 (8.30)	24		
	Above 60	0 (0)	2 (100)	0 (0)	2		
Marital Status	Married	19 (26.0)	45 (61.6)	9 (12.3)	74	7.548	0.11
	Un Married	9 (19.6)	26 (56.5)	11 (23.9)	46		
Type of Family	Nuclear	9 (13.8)	42 (64.6)	14 (21.5)	65	7.504	0.023**
	Joint	19 (34.5)	29 (52.7)	7 (12.7)	55		
Members in the family	Up to 2	1 (9.1)	7 (63.6)	3 (27.3)	11	5.112	0.276
	3 to 5	20 (22.0)	54 (59.30)	17 (18.70)	91		
	Above 6	7 (38.90)	10(55.60)	1 (5.60)	18		
Earning members in the family	1	10 (27.80)	22 (61.10)	4 (11.10)	36	12.07	0.017**
	2	11 (21.60)	35 (68.60)	5 (9.80)	51		
	Above 3	7 (21.20)	14 (42.40)	12 (36.80)	33		
Educational qualification	Illiterate 7	3 (42.90)	4 (57.10)	0 (0)	7	7.776	0.456
	Up to HSC	6 (27.30)	13 (59.10)	3 (13.60)	22		
	Diploma	3 (11.50)	18 (69.20)	5 (19.20)	26		
	Graduate	16 (25.80)	33 (53.20)	13 (21.0)	62		
	Others	0 (0)	3 (100.00)	3 (100.00)			
Occupation	Daily wage	1 (25.0)	1 (25.0)	2 (50.0)	4	21.43	0.091
	Agriculture	6 (37.50)	9 (56.30)	1 (6.30)	16		
	Business	2 (10.50)	14 (73.70)	3 (15.80)	19		
	Employee	8 (16.70)	27 (56.30)	13 (27.1)	48		
	Profession	3 (27.30)	7 (63.60)	1 (9.10)	11		
	Retired	3 (37.50)	5 (62.50)	0 (0)	8		
	House wife	5 (55.6)	4 (44.0)	0 (0)	9		
	Others	0 (0)	4 (80.0)	1 (20.0)	5		

Respondent Monthly Income	Up to 10,000	6 (20.70)	20 (69.0)	3 (10.30)	29	7.455	0.281
	10,001 – 20,000	16 (29.10)	32 (58.20)	7 (12.70)	55		
	20,001 - 30,000	4 (16.70)	13 (54.20)	7 (29.20)	24		
	Above 30,001	2 (16.70)	6 (50.0)	4 (33.30)	12		

Source: Primary Data

** Significant

Inference:

It is inferred that among the personal variable selected there exist a significant association between Type of Family as well as the Earning Members in the Family and satisfaction on the service provided ($P < 0.05$), whereas there does not exist a significant association between select variables namely Area of Residence, Gender, Age, Marital status, Members in the family, Educational Qualification, Occupation as well as Respondent monthly Income and satisfaction on service provided ($P > 0.05$).

6.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 introducing offer created lot of radical and unexpected changes in customer's behaviour and competitor's strategies. Most of the respondents are having good awareness level towards the tariff, data speed, data plan, signal coverage, customer care, are the influencing factors in making the purchase decision.

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