

**COMPARATIVE ANALYSIS OF CUSTOMER SATISFACTION  
TOWARDS RELIANCE JIO AND AIRTEL SELECTED MOBILE SERVICES  
(WITH SPECIAL REFERENCE TO COIMBATORE CITY)**

**BY**

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# **CERTIFICATE**

# **DECLARATION**

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# **INTRODUCTION**

# **CHAPTER - I**

## **INTRODUCTION**

### **1.1 INTRODUCTION**

In present time life appears to be more and more dependent on the need of telecom products and services, the global market for telecommunication is signify to rise at an exceptional rate over the following years. Few famous sections of telecommunication industry are long-distance carriers, wireless communication, domestic telecom services, communications equipment, processing systems as well as products and foreign telecom services.

The global telecommunications market is repeatedly changing on account of the ongoing innovations and developments taking the position again and again rapidly. The 5G trials and its deployment in the market will be a focal point in the years to appear. Carriers are likely to struggle with improving their network and offering stretched services to their customers by network densification and utilize small cells. Installing more fibre infrastructure and magnifying effectiveness of range will also be the objective for carriers.

There are different elements encouraging the development of the global telecommunication market counting, the advanced technology, extreme market competition and excessive investments in latest technologies in telecommunication industry like wireless communication and satellite. Some of the extra elements behind the development of the global market comprise are affordable services, new services such as e-agriculture and e- education and requirement of high-speed internet. On the contrary, the tremendous charges of value-added services may restrain the development of the market. In inclusion to this, managing security will also create a challenge.

Services provided by top companies in the telecommunication market comprise storage networks, storage products, storage networking services, entry-level servers, enterprise networking services, 3G, 4G, 5Gservices, calling cards, broadband networks and application networking services. The figure of internet users globally has been growing aggressively day by day and thus, in the telecommunications market, the market for internet- based services is presently booming rapidly.

Indian Telecom Market has endorsed remarkable changes. Presently India is the world's second-largest telecommunications market after china and has recorded intense development in the past 15 years. The Indian mobile market is rising speedily and will contribute significantly to India's Gross Domestic Product (GDP), according to report prepared by GSM Association (GSMA) in collaboration with the Boston Consulting Group (BCG). Our nation is the fourth largest app market in the globe.

There is lack of agreement among researchers on the topic of customer satisfaction towards network services. Customer satisfaction is a debatable is a conceptual concept and the actual presentation of the level of satisfaction varies from person to person and product to product or service to service. The level of satisfaction depends upon the number of psychological and physical factors which associate with the satisfaction behaviour such as return and recommend rate. It can also differ depending on the other options and the customers may have another alternative product with which the customer may compare it with to make a decision.

## **1.2 SCOPE OF THE STUDY**

The scope of the study is confined to evaluating satisfaction of JIO and AIRTEL network users. It is mainly concentrated to Coimbatore city. It is a preliminary study of JIO and AIRTEL networks to examine the customer's satisfaction. This project can be useful to top management to take appropriate decision for improvement of the features or updates in the networking systems.

## **1.3 STATEMENT OF THE PROBLEM**

Among the telecommunication networks, at present airtel and jio are the leading network providers. Airtel is one of the largest and leading units providing comprehensive range of telecom services in India. Jio is the fastest ramp-up by any mobile network operator anywhere in the world. Jio crossed 50 million subscriber marks in 83 days since its launch. After the launch of jio in India many of the airtel users shift to new providers. Airtel also introduce exciting offers to attract their customers. In this context, a study is undertaken to measure the preference of the customers of Airtel and jio subscriber and its effect on the level of customers' satisfaction.

## **1.4 SIGNIFICANCE OF THE STUDY**

Customer satisfaction surveys can become imperative tools for improving the business and ensuring the customers' happiness and its comfort. It gives company's specific information about their best perceptions which could help the organisation to improve marketing techniques and sales as it is valuable to the customers as they are left behind the improvement of the organization and a moment to thank them for their support. The data reveals that customer satisfaction of their competitors. The study here is comparative analysis of Reliance Jio and Airtel. It helps to identify the performance of the networking services. From a business point of view, crucial outline strategies should be used by the companies to gain comparative advantage and dominate the entire market.

## **1.5 OBJECTIVE OF THE STUDY**

- To find out the most preferred Telecom services in Coimbatore
- To analyze the perception of customer towards Reliance jio and airtel network services.
- To identify the factors influencing the customer satisfaction of network service users.
- To compare the satisfaction level of the customers towards the usage of airtel and jio network services available in Coimbatore.
- To make a comparative study on the Airtel and Reliance Jio customers regarding satisfaction on different factors.

## **1.6 RESEARCH DESIGN AND SAMPLE SIZE**

The present study consisted of 100 customers. Simple Random sampling Method was done among the Airtel and Reliance Jio mobile network service users.

### **1.6.1 Sample design**

A Sample Design is the framework or roadmap, that serves as the basis for the selection of a survey sample and affects many other aspects of a survey. The main objective of sample design is to know the characteristic of the population.

### **1.6.2 Nature of population**

This study is conducted on Comparative analysis of customer satisfaction towards Reliance jio and Airtel selected network services with special reference to Coimbatore city.

### **1.6.3 Size of sample**

Information has to be collected from a minimum of 50 respondents to conduct the study efficiently, therefore an approximate of 100 respondents were selected from the Coimbatore Municipality comprising of both male and female respondents from this area respectively.

### **1.6.4 Nature of study**

The study is descriptive in nature.

### **1.6.5 Nature of data**

Primary and Secondary data is collected in order to obtain relevant information to conduct the research.

#### **Primary data:**

Data was collected from the users of JIO and Airtel network users using a questionnaire.

#### **Secondary data:**

Data was collected by browsing internet, magazines, articles related to JIO and Airtel Networks in India.

### **1.6.6 Sources of data**

Primary data is collected by using questionnaire. Secondary data is also used in the study for understanding the concepts from journals and websites and books.

### **1.6.7 Tools for Analysis**

Questionnaire was created in order to receive the necessary response required from the sample to achieve the research objective. The tools used for this purpose are piecharts, bar graphs and SPSS (Statistical Package for the Social Science) software package.

### **1.6.8 LIMITATION OF THE STUDY**

The study was undertaken among Airtel and Reliance jio in Coimbatore city only. The study is restricted to 100 respondents. The research was confined to a particular area i.e. Coimbatore City, hence the outcome cannot be generalized. The sample size is limited to 100, so it might not provide accurate result of entire population. Personal bias of the respondents could influence the authenticity of data.

## **1.1 CHAPTER SCHEME**

### **Chapter 1: Introduction**

An inscription about the project in a whole, showing what all is being done and what is being proved by conducting the project on this particular topic.

### **Chapter 2: Review of literature**

A literature review is a text of scholarly paper, which includes the current knowledge including substantive findings, as well as theoretical and methodological contribution to a particular topic.

### **Chapter 3: Industrial and company profile**

A detailed insight into the working and main goals set by the company in its production and objectives to fulfill.

### **Chapter 4: Data analysis and interpretation**

The systematic presentation and evaluation of the collected data is done in order for the information to be interpreted in such a manner that it can be used to conduct the study and achieve necessary result.

### **Chapter 5: Findings, suggestions and conclusion**

Declaring the final findings from the project and stating whether the expected results were received and the main reasons behind it.

# **REVIEW OF LITERATURE**

## CHAPTER- II

### REVIEW OF LITERATURE

In order to have better understanding about the present study in its proper perspective, it has undertaken to present the corresponding studies through review of what has already been done in the field.

1. **Thillai Rajan, (2008)<sup>1</sup>**, confirms that brand loyalty and brand switching behaviour of the consumers are evergreen issues of research and strategic importance to the marketers and academic researchers. The current research aims to address the significance of product attributes in brand switching behaviour through multi-dimensional scaling and results suggest that a set of product attribute striger the intention to switch the current brand.
  
2. **Nanda (2008)<sup>2</sup>**, aesthetic design has to do with users' emotional reactions. Emotional information affects human choices and preferences. Aesthetically pleasing designs influence the key human sensory organ, the eyes, and therefore users get emotionally attached to the device. Smart phones in different colors and sizes provide users with personalized options. Nanda (2008), agree that “better aesthetics lead to users’ perception of increase disability.

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<sup>1</sup> Rama krishnan Venkatesa kumar Ram kumar and Thillai Rajan,(2008)<sup>1</sup>, confirms that Brand loyalty and brand switching behaviour of the consumers, XLRI Jamshedpur Journal, Volume No:33, Issue No: 1, Page No:142-156.

<sup>2</sup> Nanda (2008) Effect of smart phone aesthetic design on users' emotional reaction: An empirical study, The TQM Journal, Volume No: 20, Issue No: 4, ISSN No:1754-2731, Page No: 348-355.

3. **Nivedita Sharma (2010)**<sup>3</sup> focused on brand relationships are indeed important for different categories of young consumers; second, to investigate the effect of peer influence, family influence, and brand relationships on switching intentions amongst young consumers; and third, to look at the impact of price changes on switching intentions in the context of brand relationships. Researcher's results suggested that young consumers develop relationships on all brand relationship dimensions.

4. **Singh (2011)**<sup>4</sup> conducted a mobile phone satisfaction survey in Punjab with a sample of size of 1000 respondents. The seven major parameters Viz. convenience, responsiveness, reliability, tangible, assurance, network quality and economy were studied. Findings of the study stated that there is an availability of modern equipment, timely delivery of bills, fulfilling the needs of the customer, ease of understanding of schemes and offering.

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<sup>3</sup> Arvind Sahay and Nivedita Sharma (2010)<sup>3</sup> "Brand Relationships and Switching Behaviour for Highly Used Product in Young Consumers, The Vikalpa, Volume No: 35, Issue No:1, ISSN No: 0256-0909, Page No:15-30.

<sup>4</sup> Singh (2011) conducted a mobile phone satisfaction survey in Punjab with a sample of size of 1000 respondents. ABAC Journal Volume No:33 Issue No:3, PP No: 30-40

5. **Jennifer Rowley, (2011)**<sup>5</sup> explored that there are eleven antecedents of brand preference these can be theoretically clustered into three groups i.e. awareness, antecedents controlled communication advertising and uncontrolled communication publicity, word of mouth image antecedents service value attributes like price, quality, provider attributes brand personality, country of origin, service employee location, corporate status corporate image, corporate reputation and customer attribute antecedents satisfaction, perceived risk, and reference group. The study showed that the contribution of each of the antecedents to brand preference.

6. **Renuga rajan (2012)**<sup>6</sup> in their article, User's Level of Satisfaction with mobile phone service providers- with Special Reference to Tiruppur District, Tamil Nadu has point out in recent he demand for mobile phone is increasing. Though cell phone industry has its origin in there cent past and growth has been excellent. And the market for cell phone has become very competitive. The finding of the study revealed that every company is adding many new features to meet the challenges. The study also mentioned that many new competitors enter the market with new attractive schemes, provide additional facilities, adding new features to existing ones, reduce the charges of incoming and outgoing calls, introduce varieties of handsets, models a healthy competition that benefits the subscribers.

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<sup>5</sup> Ahmed Alamro, Jennifer Rowley, (2011) explored that there are 11 antecedents of brand preference; these can be theoretically, Journal of Product and Brand Management, Volume.No:20, Issue No: 6, ISSN No: 1061-0421, Page No: 475-486.

<sup>6</sup> Kavi priya and Renugarajan (2012) User's Level of Satisfaction with mobile phone service providers- with Special Reference to Tiruppur District, Tamil Nadu. The Journal National Monthly Refereed Journal in Commerce; Management, Volume No: 19, Issue No: 9 ISSN N0: 2277-1166, Page No: 35-52.

7. **Bindu Bansal (2013)**<sup>7</sup> have studied the customer satisfaction of Mobile phone service users operating in Malwa Punjab. This paper traced the reason for purchasing mobile phones and usages of mobile phone applications. This study revealed that SMS is the most widely used Valued Added Service. The results revealed that most of the respondents were satisfied with their current service provider, show maximum willingness for shifting to Airtel.
8. **Mr.Mohana Sundaram (2014)**<sup>8</sup> in their study entitled “A Study on Customer Satisfaction towards Samsung Mobile Phone in Erode City”. This paper carried out with an objective to determine the consumer preference and satisfaction. This paper concentrated on one particular mobile phone brand called Samsung and its Price, quality, colour and satisfaction level. The findings of the study proved that all the customers are satisfied with after sale services of Samsung mobile brand.

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<sup>7</sup> Vipin Bansal and Bindu Bansal (2013) have studied the customer satisfaction of Mobile phone service users operating in Malwa Punjab. The Journal ABAC, Volume No:33 Issue No: 3, ISSN No: 0858-0855, Page No:32-39.

<sup>8</sup> ..Kavitha and Mr. MohanaSundaram (2014) A Study on Customer Satisfaction towards Samsung Mobile Phone in Erode City. IOSR Journal of Business and Management, ISSN No: 2319-7668, Page No: 1-3.

9. **Krishnakumar (2014)**<sup>9</sup> Customer Satisfaction should be the main aim of a business. It is essential for businesses to effectively manage customer satisfaction. To be able to do this, firms need reliable and representative measures of satisfaction. The importance of customer satisfaction diminishes when a firm has increased bargaining power. The researcher has conducted his study to find out the level of customer satisfaction towards Samsung smart phones. The target respondent includes those customers who are using the Samsung smart phones.

10. According to **Rahman (2014)**<sup>10</sup> This empirical study was initiated to find out what particular factors were responsible for customer satisfaction in the mobile telecommunication industry in Bangladesh. The study revealed that service innovativeness, service reliability, service competitiveness and service consistency have significant influence on making customer satisfied and the operator's network/signal coverage, pricing, offering, fulfillment of customer demand, value added service, brand value and operators contribution for society have insignificant influences on making customer satisfied at five percent level of significant at multiple regression analysis. On the basis of these findings, study concludes that in promoting customer satisfaction, mobile service providers should be concerned about factors that have significant influence on promoting customer satisfaction in telecommunication industry in Bangladesh.

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<sup>9</sup> .Namasivayam, .Prakash and .Krishnakumar (2014) Customer Satisfaction should be the main aim of a business. Indian Journal of Applied of Research. Volume No: 4, Issue No: 5, ISSN No: 2249-5555, Page No: 39-45.

<sup>10</sup> Rahman (2014) This empirical study was initiated to find out what particular factors were responsible for customer satisfaction. Journal of Education and Practice, Volume No: 5, Issue No: 9, Page No: 75-80.

11. **Rajan Drmlami (2015)<sup>11</sup>**, expresses in the study that providing customer satisfaction is the most crucial step of the company as they are to be satisfied and provides internet access on the move such as wide network coverage and technology advanced stuff required by all most everybody in today's environment. From the details it can be concluded that 80 per cent of Reliance Jio users preferred to remain with Reliance Jio and fully satisfied. Also good number of customer who are living to switch from their respective subscribers showed interest in Reliance Jio is capturing wide area of Indian markets increasingly day by day. Hence, these statistic simply a bright future for the company. It can be said that in near future, the company will be booming in the telecom industry.

12. **Subramani (2015)<sup>12</sup>** A comparative study on customer satisfaction towards Airtel and Vodafone with reference to Avadi. The research outcome also indicates that, most of the customers were satisfied towards Airtel and Vodafone with respect to the chosen factors. This study also indicates that the customers' satisfaction is comparatively slight advanced with in Vodafone than Airtel.

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<sup>11</sup> Rajan Drmlami (2015), expresses in the study that providing customer satisfaction is the most crucial step of the company as they are to be satisfied and provides internet access. Asian Journal of managerial science, Volume No: 6, ISSN No: 2249- 6300, Page No: 21-27.

<sup>12</sup> Sudheesh Arun Chand and Subramani (2015)<sup>12</sup> A comparative study on customer satisfaction towards Airtel & Vodafone Chennai zenith International Journal of Multidisciplinary Research, Volume No: 5, Issue No:6, ISSN No: 2231-5780, Page No:74-83.

13. **Vamsi.S, (2017)**<sup>13</sup>, Customer satisfaction towards reliance Jio. The study focused in knowing the satisfaction level of customers on the usage of Jio sim and the reason behind their satisfaction and dissatisfaction survey method is used to collect information from the respondents. The results have stated that the respondents are not completely satisfied with usage of Jio sim. The strong reason behind their dissatisfaction is its speed i.e. the users are not getting the same speed all the time. The other two more reasons identified are compatibility of other sim cards, call connects, and voice call connects. The reasons where the customers are mostly satisfied are cost effectiveness, free calls, no roaming providing free channels, providing free caller tunes, voice clarity etc. The study suggested to improve the area where customers showed their dissatisfaction to the executives of the particular network service providers.

14. **Mahalaxmi , Suresh Kumar (2017)**<sup>14</sup>, Changing the Indian telecom sector: Reliance Jio, the study aimed to identify customer's preference towards the Reliance JIO mobile service provider and to know the customer satisfaction level towards Reliance JIO Mobile service provider in Trichy region. The study revealed that most of the students preferred to choose their service provider as Reliance Jio and 97 per cent of the respondents were satisfied with the services provided by the Reliance Jio.

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<sup>13</sup> Naidu brahmami, Vamsi.S, (2017), Customer satisfaction towards reliance Jio: an empirical study, in their research paper focused in knowing the satisfaction level of customers on the usage of Jio sim. Proceedings of IISTEM International Conference, journal of emerging technologies and innovative research Volume No: 6 Issue No: 1, ISSN: 2349- 5162.

<sup>14</sup> Mahalaxmi , Suresh Kumar (2017), Changing the Indian telecom sector: Reliance Jio, the study aimed to identify customer's preference towards the Reliance JIO mobile service provider International Journal of Advanced Research and Development, Volume No: 2, Issue No:2, ISSN No: 2455-4030, Page No: 62-64.

15. **Kumar (2017)**<sup>15</sup> In the paper, Changing the Indian Telecom sector, Reliance Jio they discussed the various determinants involved in customer satisfaction. The gender wise analyses conclude that there is no difference in opinion of male and female respondents on the satisfaction level towards Reliance Jio.

16. **Boobalan et al (2017)**<sup>16</sup> in this study the author concentrated on Customer's Satisfaction towards Reliance Jio sim with special reference to Tiruchirappalli District. The author made an attempt to know the satisfaction level of multi customers and most of the customers have selected Reliance JIO is comes under for sim cards as they considered it has many attractive network services when compared to other data service providers. The authors concluded that most of the customers are satisfied with the current JIO service.

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<sup>15</sup> Chinthala, Madhuri & Kumar (2017)<sup>15</sup> In the paper, Changing the Indian Telecom sector, Reliance Jio A Study on Reliance Jio. Journal of International of Engineering and Management Research, Volume No: 7, Issue No: 2, ISSN: 2394-6962, Page No: 398- 402.

<sup>16</sup> Boobalan et al (2017) in their study on. Customers' satisfaction towards Reliance Jio sim with special reference to thirucharapalli district, ICTACT Journal on management studies, Volume No: 3, Issue No:3, ISSN No: 2395-1664, Page No: 547-552.

17. **Suresh Kumar (2017)**<sup>17</sup>, in their study titled, Changing the Indian telecom sector Reliance Jio revealed that the promotion offers of JIO enables more customers to prefer and majority i.e. 97 per cent of the respondents were satisfied with the services of Jio. The study also stated that they are satisfied in using the JIO network compared to others

18. **Dr.Subramanian (2017)**<sup>18</sup>A comparative study on Jio and Airtel, Airtel is the more popular then the Jio. Airtel is preferred by the every class and it established itself as a better quality and better service provider then its competitors. But Jio is no fear of it because the young customers are more attracted by it, now the Jio takes over Airtel and now they give the new schemes in the market and for the customers. Last but not the least, we can say that the both the Airtel and the Jio are going equally to the customer and they choose and at the time of purchasing. The result is that the Jio is better than the Airtel in the Roorkee region. The customers in Roorkee thinks that the connectivity and network of Airtel is good But Jio services are better then the Airtel

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<sup>17</sup> Mahalaxmi and Suresh Kumar (2017), in their study titled, changing the Indian telecom sector: International Journal of Advanced Research and Development, Volume No: 2, Issue No: 2, Page No: 62-64.

<sup>18</sup> Dr.Subramanian (2017) A comparative study on Jio and Airtel, Airtel is the more popular then the International Journal of Research, Volume No: 19, Issue No: 7, Page No: (1-9).

19. **Dr. Ravindra (2017)** <sup>19</sup>, Customer Satisfaction towards Reliance Jio Sim: A Study of Youth of Rewari District, As per residential status most of the respondents have same opinion about availability of signals, new scheme and offers and customer care services, but they have different opinion in respect of internet services provide by reliance Jio, call clarity, SMS services and overall satisfaction, mostly urban area respondents satisfied with above services and rural area respondents having different opinion.

20. **Shebin Mohammed Ali and Dr. Kavitha (2020)** <sup>20</sup>, To study the Customer Satisfaction of Jio Telecom at Ernakulam District. Understanding the requirements of customer has been an important task for the mobile operators due to various facility provided by mobile operators as per the telecom authority every customer has the right to move to the mobile operator he desires. From this study it was understood that customers of ernakulam district of kerala are satisfied with the present offering services of Jio. The study suggested the marketers of the particular network company should come up with more offerings for customer's desire and to receive more benefits.

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<sup>19</sup> Sunita Yadav & Dr. Ravindra (2017), Customer Satisfaction towards Reliance Jio Sim: A Study of Youth of Rewari District International Journal of Research, Volume No: 04, Issue No: 17, ISSN No: 2348-7955, Page No: 21-27.

<sup>20</sup> Shebin Mohammed Ali and Dr. Kavitha (2020) <sup>20</sup>, To study the Customer Satisfaction of Jio Telecom at Ernakulam District, Customers expectation.(Alochana Chakra Journal Volume No:5, Issue No: ISSN NO: 2231-3990, Page No:7497-7508)

21. **Prasanna Reddy (2021)**<sup>21</sup> a comparative study on customer satisfaction of airtel and reliance jio service providers in Hyderabad. The study stated that most of the customers are satisfied with both the network services. The study suggested the company to develop the specific marketing strategy for products and services of these brands in Network service sector to improve the customers satisfaction.

22. **Naveen Viswanth (2021)**<sup>22</sup> comparative analysis of customer satisfaction of reliance jio and airtel, The study revealed that Jio has a slightly better performance and preference rate compared to Airtel. The competitions between both Airtel and Jio have led to a benchmark standard performance of both companies. The study mentioned that not only the companies compliment and compete with each other in a healthy way but also implement better technologies and customer service that ensures well-being of both company and the customer paving way for a brighter future.

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<sup>21</sup> Prasanna Reddy (2021) a comparative study on customer satisfaction of airtel and reliance jio service providers. Volume No: 8, Issue No: 7, ISSN No: 2349-5162, Page No: 517-523.

<sup>22</sup> Naveen Viswanth (2021) comparative analysis of customer satisfaction of reliance jio and airtel . International Journal of Banking Marketing, Volume No: 23, Issue No: 5, Page No: 397-413.

23. **Janani (2021)** <sup>23</sup>, a study on customer perception and satisfaction of service quality on airtel service provider in comibatore city. The study has been carried out to find out the most preferred mobile network service provider and the factors influencing to use the particular mobile network service. The results revealed that Airtel, Jio, Bsnl and vodafone are the most preferred mobile network service providers. The study indicated that service quality, value added services and customer care service are the most influencing factors in the selection of a particular mobile network service provider. The study suggested to the respective mobile network service providers, it would certainly help to improve the service quality of the mobile network service providers and also it improves the level of satisfaction of the mobile network users.

24. **Nandhana (2021)**<sup>24</sup> a comparative study on customer satisfaction regarding BSNL and reliance JIO with special reference to Kollam district customers are aware about the name of both the companies. They prefer to buy both. BSNL is more popular than Reliance JIO but Reliance JIO gives highest speed 4G data at an affordable price for an average middle class person. In fact, the signal strength is also very good in most part of the country. This makes Reliance JIO stand apart from its competitors. In the present scenario; customers are satisfied in both Reliance JIO and B But most services are offered by Reliance JIO when compared to BSNL. The result is that the Reliance JIO is better than BSNL in Kollam district BSNL.

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<sup>23</sup> Janani (2021), a study on customer perception and satisfaction of service quality on airtel service provider in Coimbatore city (IJCRT2105394 International Journal of creative research thoughts, Volume No : 9, Issue No: 5, ISSN No: 2320- 2882, Page No: 495- 505.

<sup>24</sup> Nandhana (2021) a comparative study on customer satisfaction regarding bsnl and reliance jio with special reference to Kollam district. Journals Volume No: 5, Issue No:7, Page No: (1-94).

25. **Oliver (1987)**<sup>25</sup> defined Customer satisfaction as an outcome of a purchase / usage experience would appear to be an important variable in the chain of purchase experience linking product selection with other post purchase phenomena including favorable word-of mouth and customer loyalty.

26. **Sharma and Patterson (2000)**<sup>26</sup> If the customers are more engaged with the company, there are chances that they will remain loyal for the company. An engaged customer will first try to resolve the problem with the service provider instead of moving to other service provider. Another strong enabler to strengthen the bond between customer and the company is an effective communication and timely sharing of information between the customer and the client.

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<sup>25</sup> Oliver (1987) Customer satisfaction as an outcome of a purchase/usage experience. Saga Journals, Volume No: 4, Issue No: 5, Page No: 39-45.

<sup>26</sup> Sharma and Patterson (2000) If the customers are more engaged with the company, there are Chances that they will remain loyal for the company. International Journal of Service Industry Management, Volume No: 11, Issue No: 5, ISSN No: 0956-4233, Page No: 470-490

27. **According to Pontell (2000)**<sup>27</sup> the customer's satisfaction is capable of stimulating repeat purchases as well as 'word of mouth' advertising, which leads marketing professionals to seek not just to satisfy, but moreover to 'delight' the customer, by offering attributes or qualities that not even the customer would have hoped to find in the product or service. de Almeida corroborates this, emphasizing that is no longer enough to speak of satisfying customers; rather, it is essential to seek to 'delight' them, which is achieved when what is offered exceeds their expectations," that is, when "their desires and wishes are exceeded.

28. **Chu Meiliu (2002)**<sup>28</sup> inferred that Branding is important to manufacturers, retailers and consumers. Brands with higher brand equity have higher sales. The growth of mobile phone subscriptions is considerably faster in the Philippines. Advertising and promotion are undertaken through cooperation between the service providers and mobile phone manufacturers. The study tries to find out the effects of the different activities on consumer choice of mobile phone brands.

29. **Farris (2010)**<sup>29</sup> defined customer satisfaction 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. Customer satisfaction in total is equal to the emotional perception.

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<sup>27</sup> Pontell, S. (2000) Pontell (2000) the customer's satisfaction is capable of stimulating repeat purchases as well as 'word of mouth' advertising Food Consumers, La Jolla Institute, Santa Monica The Journal of Internet and Enterprise Management, Volume No: 5, Issue No: 4, Page No: 298-312.

<sup>28</sup> Chu Meiliu (2002) inferred that Branding is important to manufacturers, retailers and consumers Journal of Product & Brand Management, Volume No: 11, Issue No:1, Page No: 42-51

<sup>29</sup> Farris (2010) defined customer satisfaction as the number of customers, or percentage of total customers. International Journal of Research, Volume No: 14, Issue No: 4, Page No: 432

30. **Wong (2010)**<sup>30</sup> study perceived that more loyalty, consequently retention, is detected in customers with ideal rate plans than those with non- ideal ones of network services. This specifies that in order to decrease churn rates (i.e loss of customers), mobile service decision of a mobile service provides must seek effective customers retention strategies.

31. **Lynda Andrews, Judy Drennan, Rebekah Russell-Bennett, (2012)**<sup>31</sup> examine the nature of consumers perceptions of the value they derive from the everyday experiential consumption of mobile phones and how mobile marketing m-marketing can potentially enhance these value perceptions. The findings high light ways to tailor the marketing strategies to complement consumer's perceptions of the value offered through their mobile phones.

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<sup>30</sup> Wong ,Ken Kwong –Kay (2010) Fighting churn with rate plan right – sizing, retentiom strategy for the wireless telecomm industry, International Journal of Research, Volume No: 30, Issue No: 17, ISSN No : 30(13) Page No: 2261-2271.

<sup>31</sup> Lynda Andrews, Judy Drennan, Rebekah Russell-Bennett, (2012) examine the nature of consumers' perceptions of the value. European Journal of Marketing, Volume No: 3, Issue No: 4, Page No: 357-386.

32. **Irfan Azhar, (2012)** <sup>32</sup>concludes that consumers' shopping style, brand trust and value are key motivations for engaging in mobile marketing through their smart phones. Further research should focus on specific tactics marketers use to engage customers beyond marketing messages, that is, how they engage customers in dialogue to build relationships, encourage purchases and build loyalty. This could reveal how customers really want to engage in mobile marketing.

33. **Jobin George et al., (2016)**<sup>33</sup> in their study titled. A research on Jio customer satisfaction in South Karnataka identified that SIM card availability, activation process and customer care being the strong areas and call connectivity and 4G speed being the weak areas. They also added that, customer's loyalty is moderate and prefer value for money.

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<sup>32</sup> Ajax Persaud, Irfan Azhar, (2012) concludes that consumers' shopping style, brand trust and value are key motivations for engaging in mobile marketing, Journal of marketing intelligence and Planning, Volume No: 30, Issue No: 4, Page No: 418 - 443.

<sup>33</sup> Jobin George et al., (2016) in their study titled. A research on Jio customer satisfaction in South Karnataka "identified that SIM. International Journal of Research, Volume No: 4, Issue No: 17, ISSN No: 2348-7955, Page No: 47-56.

34. **Diaw, Asare G (2018)**<sup>34</sup> The study examines on the effect of innovation on customer satisfaction in the telecommunication service industry which is highly competitive in Ghana. The study indicated that product and service innovation is believed to be the key in satisfying and retaining customers and the significant positive relationship was found between innovation, customer satisfaction and retention. The study also found that marketing innovations introduced in recent years has been a major determinant in customer satisfaction and retention. The study recommends that telecommunication companies should invest in providing innovative services by researching current trends in order to forecast products and services.

35. **Goyal , Kar (2020)**<sup>35</sup>For this study 4 lakh tweets were collected from Twitter by using popular hash tags and mention for telecommunication companies in India. The result indicates that there is a positive relationship between independent variables network quality, service interaction quality, and customer support and dependent variables customer satisfaction. Topic modeling and sentiment mining were done on these four lakhs tweets. The statistical analysis indicated that network quality, service interaction quality and customer support play a momentous factor in the satisfaction of customers in the telecommunication industry.

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<sup>34</sup> Diaw B, Asare G (2018): The study examines on the effect of innovation on customer satisfaction in the telecommunication service European Journal of Research and Reflection in Management Sciences, Volume No, 6(4) Issue No, 5 Page No, 1-62.

<sup>35</sup> Goyal ,Kar (2020)For this study 4 lakh tweets were collected from Twitter by using popular hash tags and mention for telecommunication. International Journals, Volume No: 10, Issue No: 4, ISSN No: 6, Page No: 55-62.

# **PROFILE OF THE COMPANY**

## **CHAPTER - III**

### **PROFILE OF THE COMPANY**

#### **3.1 INDUSTRY AND COMPANY PROFILE**

##### **3.1.1 INDUSTRY PROFILE**

In August 1995, the Chief Minister of Bengal, Jyoti Basu made their first mobile phone call in India to the Union Telecom Minister Sukhram. Sixteen years later 4G services were launched in Kolkata in 2012. India primarily follows the GSM (Global System for Mobile communications) mobile system, in the 900MHz band.

According to recent strategic research by Frost and Sullivan, Indian Cellular Service Market, such growth rates can be greatly attributed to the drastically falling price of handsets, with price playing a fundamental role in Indian subscriber requirements. Subscribers in certain regions can acquire the handset at almost no cost, thanks to the mass market stage these technologies have reached internationally. The Indian consumer can buy a handset for 150 dollars (approx. Rs10,000) or less. This should lead to increased subscribership. This market is growing at an extremely fast pace and so is the competition between the mobile service providers.

With the presence of a number of mobile telephony services providers including market leaders like Airtel, Reliance, Idea Cellular, BSNL etc. who are providing either of the two network technologies such as Global System for Mobile Communications (GSM) and Code Division Multiple Access (CDMA). In cellular service there are two main competing network technologies: Global System for Mobile Communications (GSM) and Code Division Multiple Access (CDMA). Understanding the difference between GSM and CDMA will allow the user to choose the preferable network technology for his needs.

Global System for Mobile Communication (GSM) is a new digital technology developed by the European community to create a common mobile standard around the world. It helps you achieve higher cell capacity and better speech quality and one can enjoy crystal clear reception on one's mobile phone. It automatically solves the problem of eavesdropping on one's calls.

Before analyzing the telecom licensing framework in India, it is imperative that one must examine what is a license. License issued by the government is an authority, given to a person upon certain conditions to do something which would have been illegal or wrongful otherwise. For example, a driver's license issued by the government, gives the authority to a person to drive a motor vehicle. Licensing framework has been an integral part of India's telecommunication law. Under this Indian Telegraph Act, 1885, section 4 gives power to the government to grant the license to any person to establish, maintain or use a telegraph.

Code Division Multiple Access (CDMA) describes a communication channel access principle that employs spread spectrum technology and a special coding scheme (where each transmitter is assigned a code). It is a spread spectrum signaling, since the modulated coded signal has a much higher bandwidth than the data being communicated.

### **3.1.2 NATIONAL TELECOM POLICY 1994 (NTP 1994)**

The National Telecom Policy was announced in 1994 which aimed at improving India's competitiveness in the global market and provides a base for a rapid growth in exports. This policy eventually facilitated the emergence of Internet services in India on the back of established basic telephony communication network. This policy also paved way for the entry of the private sector in telephone services.

The main objectives of the policy were:

- To ensure telecommunication is within the reach of all, that is, to ensure availability of telephone on demand as early as possible.
- To achieve universal service covering all villages, that is, enable all people to access certain basic telecom services at affordable and reasonable prices.
- To ensure world-class telecom services. Remove consumer complaints, resolve disputes and encourage public interface and provide a wide permissible range of services to meet the demand at reasonable prices.
- To ensure that India emerges as a major manufacturing base and major exporter of telecom equipment.
- To protect the defense and security interest of the nation.

The policy also announced a series of specific targets to be achieved by 1997 and further recognized that to achieve these targets the private sector association and investment would be required to bridge the resource gap. Thus, to meet the telecom needs of the nation and to achieve international comparable standards, the sector for manufacture of telecom equipment had been progressively relicensed and the sub-sector for value-added services. The private sector participation in the sector was carried out in a phased manner. Initially the private sector was allowed in the value-added services, and thereafter, it was allowed in the fixed telephone services. Subsequently, VSAT services were liberalized for private sector participation to provide data services to closed user groups.

### **3.1.3 Establishment of TRAI (Telecom Regulatory Authority of India):**

The entry of private players necessitated independent regulation in the sector; therefore, the TRAI was established in 1997 to regulate telecom services, for fixation/revision of tariffs, and also to fulfill the commitments made when India joined the World Trade Organization (WTO) in 1995. The establishment of TRAI was a positive step as it separated the regulatory function from policy making and operation.

The function allotted to the TRAI included:

- To recommend the need and timing for introduction of new service provider.
- To protect the interest of customers of telecom services.
- To settle disputes between service providers.
- To recommend the terms and conditions of license to a service provider.
- To render advice to the Central government on matters relating to the development of telecommunication technology and any other matter applicable to the telecommunication industry in general.

## **3.2 NEW TELECOM POLICY 2012 (NTP 2012):**

It was approved by the Union Cabinet on May 31, 2012. The vision of the policy is to “provide secure, reliable, affordable and high quality converged telecommunication services anytime, anywhere for an accelerated inclusive socio- economic development”.

### **3.2.1 Players in the market**

According to data released by the Telecom Regulatory Authority of India (TRAI), Reliance JIO topped the chart with the largest portion of the market share (52.3%) followed by Bharti Airtel (23.60 per cent) and Vodafone Idea (VI) (18.70 per cent) in the quarter ended March 2020.

### **3.2.2 Branding and Marketing**

On December 24, 2015, Bollywood actor Shah Rukh Khan was appointed as JIO's brand ambassador.

### **3.2.3 Promotion strategy**

When it comes to making positive brand consciousness, Reliance JIO has adopted a bit aggressive marketing strategy including launching ad campaigns on television, radio, newspapers, magazines and social media.

### **3.2.4 VAS (Value Added Services)**

VAS means those services that are offered by telecom service providers to customers beyond the core services like SMS, voice and data. In Reliance JIO, they also provide such services such as caller tunes, news updates, astrology, missed call alerts etc. No VAS shall be provided to the customers without your explicit consent. If there are any VAS that are provided to you free as part of a trial or a free look period, the same shall not be charged post the free look period without your explicit consent.

Three days before the renewal of a VAS you are subscribed to, you will receive an SMS confirming the due date of renewal of the said service along with charges and a toll free number that will allow you to unsubscribe from the respective service. To unsubscribe from any value added service, you can register your request by dialing 155223 (toll free).

### **3.2.5 Network coverage**

Reliance JIO has been the talk of the town ever from its expansion to various smart phones. The service has already reached some amount of 1.5 billion customers.

### **3.2.6 Network speed**

As per the latest TRAI data, Reliance JIO sim has topped the fastest mobile network with an average download speed of 19.3 megabit per second.

### **3.2.7 JIO Voice call**

JIO voice is provided by JIO 4GVoice app that support VoLTE, the current version of the app is 4.0.4 and it requires Android 4.0 and above on your Android device to install it..

### **3.2.8 Price Comparison**

When it comes to price JIO sim offers plans at reasonable rates. If your budget is Rs.200 and wants the cheapest data plan, Reliance JIO 98 Plan comes at top along with JIO 149 Plan. Airtel 149 Plan, VI 159 Plan and BSNL 171 Plan are other plan offers after JIO.

### **3.2.9 Free roaming and Call rate**

International roaming is a service which allows you to use your JIO sim while travelling to another country outside India. With your JIO sim you can travel 170 countries and enjoy seamless voice, data and SMS service experience. Callrate of JIO sim is low compared to other simcards, that is 6 paise/minute.

### 3.3 COMPANY PROFILE

#### JIO headquarters in RCP, Navi Mumbai formerly called:

- Infotel Broadband Services Limited (2009-2013)
- Reliance Jio Infocomm Limited (2013-2015)

**Type :** Subsidiary

**Industry:** Telecommunications

**Headquarters:** Navi Mumbai, Maharashtra, India

**Key people:** Sanjay Mashruwalla (Managing Director)

Jyotindra Thacker (Head of IT)

Akash Ambani (Chief of Strategy)

**Products:** JIO Apps

**Parent:** Reliance Industries

**Subsidiary:** LYF

## RELIANCE JIO

- JIO is also known as Reliance Jio and officially as Reliance Jio Infocomm Limited (RJIL) is an upcoming provider of mobile telephony, broadband service and digital services in India. It is India's largest private sector company, is the first telecom operator to hold pan India Unified License. Formerly known as Infotel Broadband Services Limited (IBSL) Jio will provide 4G services on a pan India level using LTE technology. The telecom leg of Reliance Industries Limited, it was incorporated on 2007 and is based in Mumbai, India. It is headquartered in Navi Mumbai.
- RJIL setting up a pan India telecom network to provide to the highly underserved India market, reliable (4<sup>th</sup> generation) high speed internet connectivity, rich communication services and various digital services on pan India basis in key domains such as education, healthcare, security, financial services, government citizen interfaces and entertainment. RJIL aims to provide anytime, anywhere access to innovative and empowering digital content, applications and services, thereby propelling India into global leadership in digital economy.
- RJIL is also deploying an enhanced packet core network to create futuristic high capacity infrastructure to handle huge demand for data and voice. In addition to high speed data, the 4G network will provide voice services from / to non-RJIL network.
- RJIL holds spectrum in 1800 MHz and 2300 MHz capable of offering fourth generation wireless services. RJIL plans to provide seamless 4G services using FDD-LTE (Frequency-Division Duplexing LTE) on 1800 MHz and TDD-LTE (Time Division Duplex LTE) on 2300 MHz through an integrated ecosystem.
- Reliance JIO is part of the "Bay of Bengal Gateway" Cable System, planned to provide connectivity between South East Asia, South Asia and the Middle East, and also to Europe, Africa and to the Far East Asia through interconnections with other existing and newly built cable systems landing in India, the Middle East and Far East Asia.
- RJIL's subsidiary has been awarded with a Facility Based Operator License ("FBO License") in Singapore which will allow it to buy, operate and sell undersea and terrestrial fiber connectivity, setup its internet point of presence, offer internet transit and peering services as well as data and voice roaming services in Singapore.
- Reliance JIO meanwhile, faces its share of challenges in terms of return on investment and capturing market share. The company, according to industry analysts, is expected to spend \$8-9 billion for the 4G roll-out. The company will battle for subscribers with

leading telecoms such as Bharti Airtel Ltd, Vodafone India Pvt. Ltd. And Idea Cellular Ltd.

- The services were beta launched to JIO's partners and employees on 27 December 2015 on the eve of 83rd birth anniversary of LATE. DHIRUBHAI AMBANI, founder of Reliance Industries. Mr. Akash Ambani is being launched in business as a chief of strategy in Reliance JIO involved in day to day operations in business or Mrs. Isha Ambani is involved in branding and marketing. And the key people are Sanjay Mashruwalla (Managing Director), Jyotindra Tacker (Head of IT).
- Reliance Industries Chairman Mukesh Ambani committed an investment of Rs.2,50,000 crores on "Digital India" and said he expected the group's initiatives under it will create over 5,00,000 direct and indirect jobs. "Digital India as company has seen empowers them to fulfill their aspirations. Reliance JIO has invested overRs.2,50,000 crores across the Digital India pillars," Ambani said, adding: "I estimate Reliance's 'Digital India' investments will create employment for over 5,00,000 people. " Ambani said the launch of Digital India initiative was a momentous occasion in an information age where digitization was changing the way one lives, learns, works and plays. It can transform the lives of 1.2 billion Indians using the power of digital technology. Now, in the current scenario of 2021, JIO claims to be the world's largest mobile data network, based on mobile data consumption with 85% share in India.

### **Bharti Airtel**

- Bharti Airtel, incorporated on July 7, 1995 is the flagship company of Bharti Enterprises. The Bharti Group, has a diverse business portfolio and has created global brands in the telecommunication sector. Bharti Airtel, is Asia's leading integrated telecom services provider with operations in India and Sri Lanka. Bharti Airtel has been at the forefront of the telecom revolution and has transformed the sector with its world-class services built on leading edge technologies.
- Bharti Enterprises is one of India's leading business groups with interests in telecom, retail, manufacturing, agri business and financial services. Bharti has recently forayed into retail business as Bharti Retail Pvt. Ltd. under a MoU with Wal-Mart for the cash & carry business. It has successfully launched an international venture with EL Rothschild Group to export fresh agri products exclusively to markets in Europe and USA and has

launched Bharti AXA Life Insurance Company Ltd under a joint venture with AXA, world leader in financial protection and wealth management.

- Bharti Airtel is India's largest integrated and the first private telecom services provider with a footprint in all the 23 telecom circles. Bharti Airtel since its inception has been at the forefront of technology and has steered the course of the telecom sector in the country with its world class products and services.
- The businesses at Bharti Airtel have been structured into three individual strategic business units (SBU's) – Mobile Services, Airtel Telemedia Services & Enterprise Services. The mobile business provides mobile & fixed wireless services using GSM technology across 23 telecom circles while the Airtel Telemedia Services business offers broadband & telephone services in 95 cities and has recently launched India's best Direct-to-Home (DTH) service, Airtel digital TV. The Enterprise services provide end-to-end telecom solutions to corporate customers and national & international long distance services to carriers. All these services are provided under the Airtel brand. Airtel's high-speed optic fibre network currently spans over 90,205 kms covering all the major cities in the country.
- The company has two international landing stations in Chennai that connects two submarine cable systems – i2i to Singapore and SEA-ME-WE-4 to Europe.
- Bharti Airtel (Singapore) Private Limited, a wholly owned subsidiary was incorporated on 2nd April, 2007 and will obtain a license to enable interconnecting the i2i cable with other submarine cable systems landing in Singapore to provide increased onward connectivity to US West Coast and also to cater to connectivity requirements in Asia Pacific and for carrying the business of International Calling Card Services.

### **Products and services offered by the company:**

#### **Mobile**

- Prepaid
- Postpaid

#### **Broadband & Internet**

- Speed on demand
- Airtel PC secure
- Airtel Net PC
- IPTV

## **Digital TV Data and IP Solutions Wireless Internet**

- Data Card
- USB Modem

## **Email on the go**

- Windows Mobile 5.0
- Airtel Easy Mail

## **Calling Cards**

- International Calling Cards
- Airtel Call Home
- Airtel World Calling Cards

## **Voice Solutions Conferencing Milestones:**

- 2014:** Airtel crosses 200 million mobile customer mark in India
- 2013:** Airtel signs definitive agreement to fully acquire Warid Uganda
- 2012:** Bharti Airtel move one notch in the world wide ranking to be the fourth largest mobile operator in the world in terms of subscribers.
- 2011:** Bharti Airtel and other global telcos launch EIG for Commercial use
- 2011:** Bharti Airtel partners with Savvis for enhancing Managed Service offerings
- 2010:** Bharti Airtel launches high capacity direct terrestrial link between India and China
- 2010:** Bharti Airtel rated as India's Best Enterprise Connectivity Provider
- 2010:** Bharti Airtel launches Global Data Services in Thailand & Malaysia

## **Achievements/ recognition:–**

- Bharti Airtel ranked fourth in Transparency 2013
- Airtel wins top honours at the 7th Frost & Sullivan ICT Awards 2008
- Bharti Airtel has been awarded the 'Best Cellular Service Provider' and 'Best Broadband Service Provider' at the 2008 V&D 100 Awards.
- Bharti Airtel has been voted as India's most innovative company, in a survey conducted by The Wall Street Journal.

- Airtel has been voted the 2nd Most Trusted Service Brand in the Annual Economic Times–Brand Equity, Most Trusted Brands survey.
- Airtel has won the Platinum Trusted Brand Award in the Mobile Service provider category in the Reader's Digest Asia Trusted Brands Survey .Airtel bagged 'Wireless Service Provider of the Year' award at the 2008 Frost & Sullivan Asia Pacific ICT Awards.
- Voted India's most innovative company – in a survey conducted by The Wall Street Journal in 2008
- Winner of the “Gallup Great Workplace Award”– Gallup Consulting, 2008
- “2nd Most Trusted Service Brand” – Annual Economic Times–Brand Equity, Most Trusted Brands survey 2008
- ‘Best Content Service’ Award for its Farmer Information Dissemination Platform for Bharti Airtel's joint venture with IFFCO, IKSL (IFFCO Kisan Samachar) – World Communications Awards 2008
- Best Project Management’ Award for its Gujarat e–GRAM project – World Communications Awards 2008
- “Best Telecom Company” at the NDTV Profit Business Leadership Awards
- Best Carrier India for innovative products and services and efficient cost models and the Ovum Telco–Transformation award recognizing philosophy and execution of a successful outsourcing strategy at the Telecom Asia Awards 2008
- Sunil Bharti Mittal was awarded the GSM Association Chairman's Award 2008. The highest honour in global telecom sector, recognized his tremendous contribution to the development of India's telecom sector
- Sunil Bharti Mittal adjudged the “Business Leader Transforming India, 2008 at the NDTV Profit Business Leadership Awards
- Bharti Airtel has won the ‘Most Preferred Cellular Service Provider Brand’ award at the CNBC Awaaz Consumer Awards in Mumbai.
- Bharti Airtel has received the prestigious Businessworld–FICCI–SEDF Corporate Social Responsibility Award 2009–2010

## **Advertisement**

Bharti Airtel's Price Swing Today

NSE

BSE

89.16 per cent and 10.84 per cent

Recovery from Intraday LowFall from Intraday High

Bharti Airtel's News and Announcements

All

News

Announcements

Bharti Airtel's Corporate Information Management Info

Sunil Bharti Mittal Chairman

Gopal Vittal Managing Director

Pankaj Tewari Secretary

Registered Office

Address: Bharti Crescent Bharti Crescent Vasant Kunj , Phase - I I,-

Tel: 91-11-46666100

Fax: 91-11-41666137

Email: [compliance.officer@bharti.in](mailto:compliance.officer@bharti.in)

Website: [www.airtel.com](http://www.airtel.com)

# **ANALYSIS AND INTEPRETATION**

## CHAPTER - IV

### ANALYSIS AND INTEPRETATION

#### PERCENTAGE ANALYSIS

Percentage Analysis Number of respondent's distribution shows the number of frequencies in various class which help some preliminary ideas with respect to the objectives under study. Therefore, as a first step, the number of respondent distribution for various variables under the study is constructed, to interpret the results comprehensively as percentage values are computed by the following formula.

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

**Table 4.1**

#### Age

Age	No of respondents	Percentage
18 to 21	27	27%
21 to 25	29	29%
25 to 35	19	19%
Above 35	25	25%
Total	100	100%

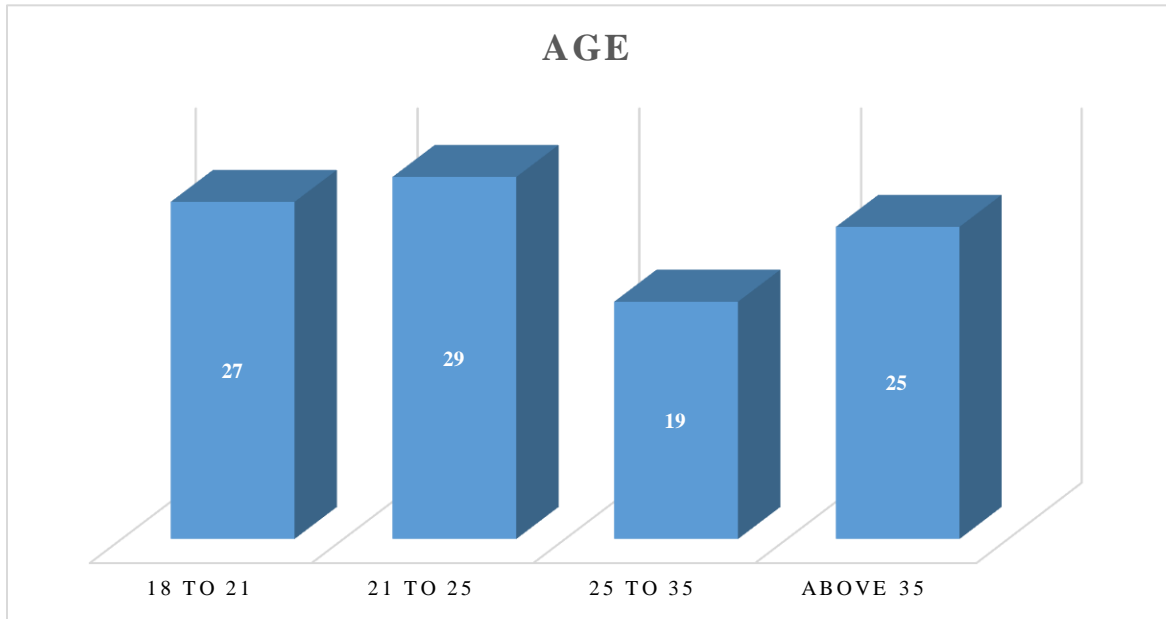
(Source: Primary data)

#### Interpretation:

From the above table it is inferred that 29 per cent of the respondents are under the group of 21 to 25 and 27 per cent of the respondents are under the group of 18 to 21 years. Similarly, 25 per cent of the respondents are under the group of above 35 years and 19 per cent of the respondents are under the group of 25 to 35 years. Hence maximum i.e. (29 per cent) of sample respondents are under 21 to 35 years.

**Chart 4.1.1**

**Age**



**Table 4.2**

**Gender**

Gender wise	No of respondents	Percentage
Female	51	51%
Male	49	49%
Total	100	100%

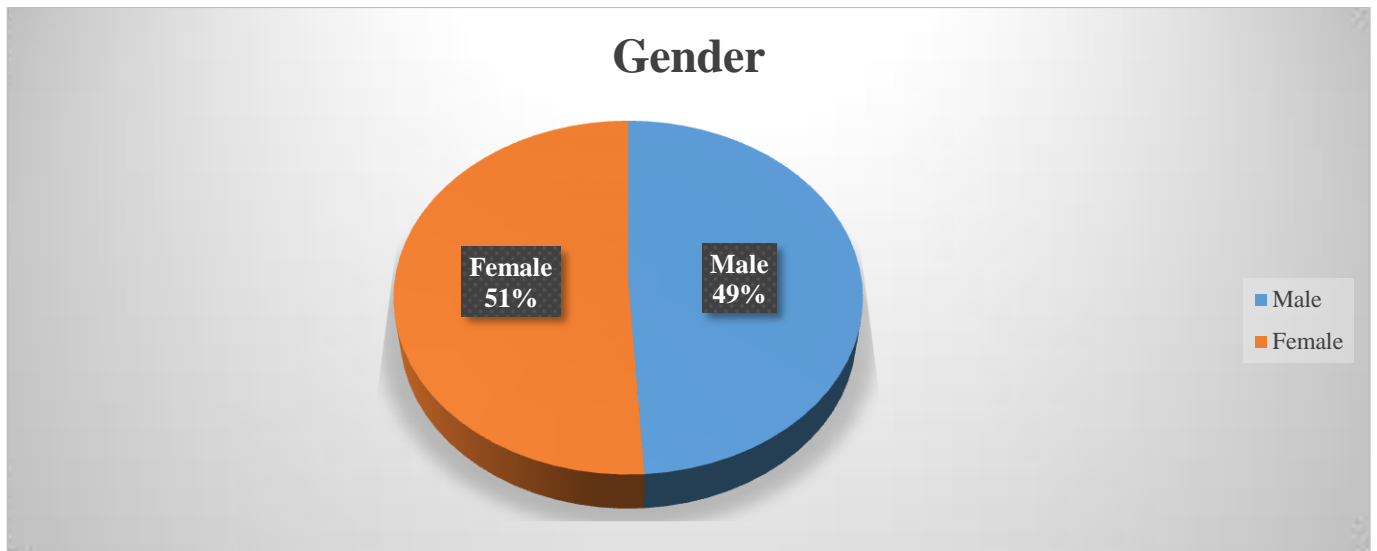
(Source: Primary data)

**Interpretation:**

It is inferred that 51 per cent of the respondents are female and 49 per cent of the respondents are male. From the above table it is inferred that (51 per cent) of sample respondents are Female.

**Chart 4.2**

**Gender**



**Table 4.3**

**Occupation wise classification**

Occupation wise	No of respondents	Percentage
Student	33	33%
Professionals	39	39%
Self employed	12	12%
Others	16	16%
Total	100	100%

(Source: Primary data)

**Interpretation:**

The above table stated that 39 per cent of the respondents are professionals and 33 per cent of the respondents are students. Similarly, 16 per cent of the respondents are others i.e. tailors, marketers etc., 12 per cent of the respondents are self-employed. Hence (39 per cent) of sample respondents are found to be Professionals.

**Chart 4.3**  
**Occupation**



**Table 4.4**

**Income wise classification**

Income wise	No of respondents	Percentage
10,000 to 20,000	20	20%
20,001 to 30,000	30	30%
30,001 to 40,000	33	33%
Above 40,000	17	17%
Total	100	100%

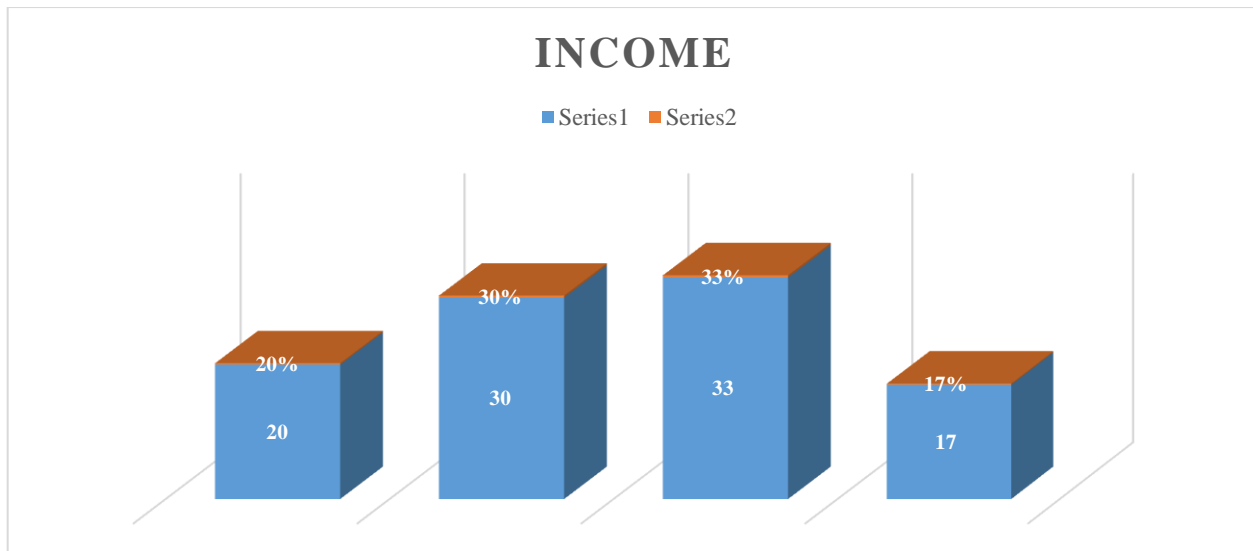
(Source: Primary data)

**Interpretation:**

The above mentioned that 33 per cent of the respondents are earning 30,001 to 40,000, 30 per cent of the respondents are under the group of 20,001 to 30,000, 20 per cent of the respondents are under the group of 10000 to 20000, 17 per cent of the respondents are under the group of Above 40,000. From the above table it is inferred that (33per cent) of sample respondents are under 30,001 to 40,000.

**Chart 4.5**

**Income**



**Table 4.6**

**Network provider do you use**

Which network provider do you use	No of respondents	Percentage
Jio	52	52%
Airtel	47	47%
Others	1	1%
Total	100	100%

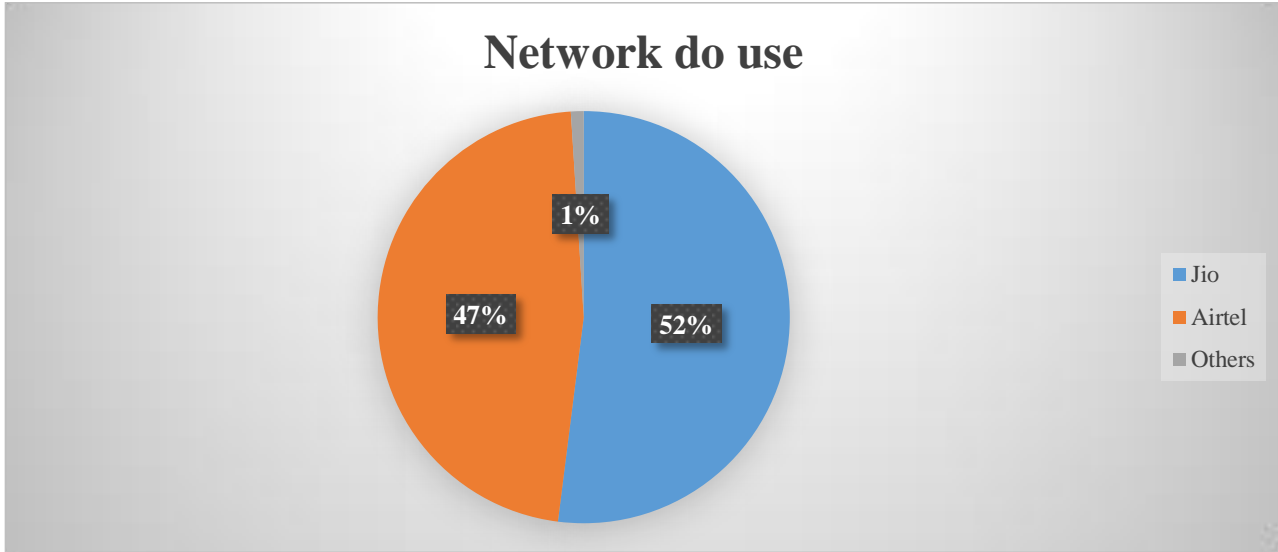
(Source: Primary data)

**Interpretation:**

From the above table it is inferred that 52 per cent of the respondents are found to be Jio network users and 47 per cent of the respondents are Airtel network users. Finally, 1 per cent of the respondents are using other networks i.e. Vodaphone, BSNL etc., From the above table it is inferred that (52 per cent) of sample respondents are under Jio network users.

**Chart 4.6**

**Network provider do use**



**Table: 4.7**

**Type of telecom do you use**

Which telecom service do you use	No of respondents	Percentage
Prepaid	58	58%
Post paid	42	42%
Total	100	100%

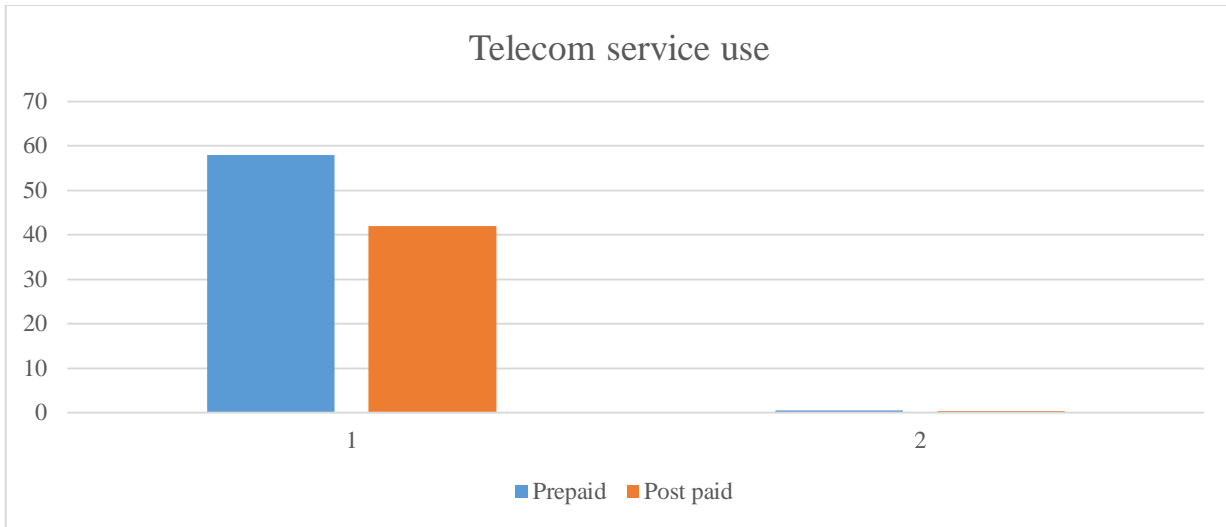
(Source: Primary data)

**Interpretation:**

It is mentioned that 58 per cent of the respondents are Pre paid service users and 42 per cent of the respondents are postpaid service users. From the above table it is inferred that majority i.e. (58 per cent) of sample respondents are Prepaid service users.

**Chart4.7**

**Telecom service use**



**Table 4.8**

**Mobile network do you use**

mobile network do you use	No of respondents	Percentage
CDME	14	14%
2G/3G	10	10%
4G	59	59%
5G	17	17%
Total	100	100%

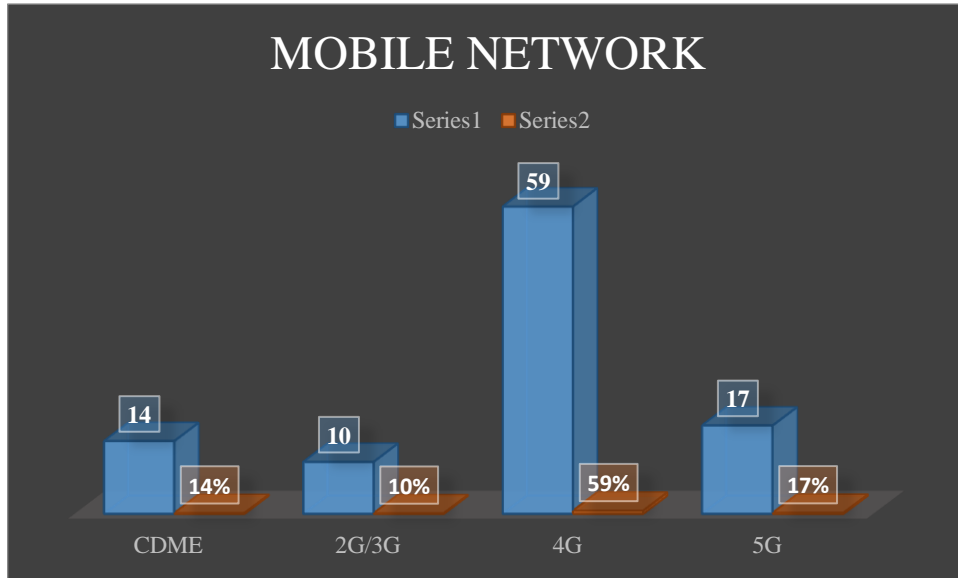
(Source: Primary data)

**Interpretation:**

It is informed that 59 per cent of the respondents are using 4G network and 17 Per cent of the respondents are 5G data users. It is found that 14 per cent of the respondents are CDME data users and 10 per cent of the respondents are 2G/3G data users. From the above table it is inferred that (59 per cent) of sample respondents are 4G network users.

**Chart 4.8**

**Mobile data user**



**Table 4.9**

**Long you are availing the service of the present service provider**

present service provider	No of respondents	Percentage
1 year	25	25%
1-3 years	10	10%
3-5 years	50	50%
Above 5 years	15	15%
Total	100	100%

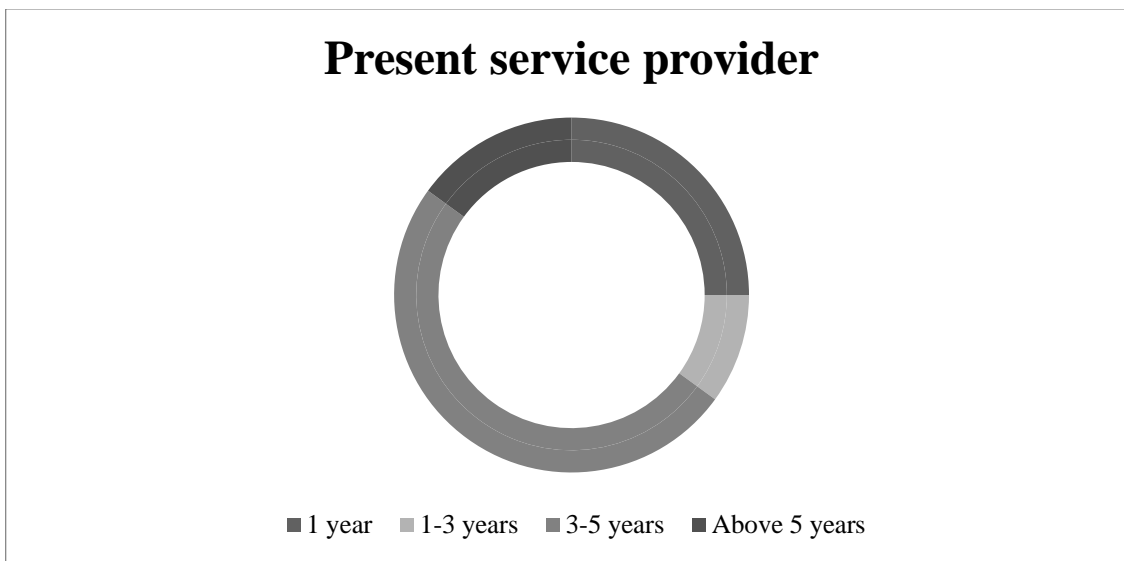
(Source: Primary data)

**Interpretation:**

In the given table of 50 per cent of the respondents are using the network services between 3-5 years and 25 per cent of the respondents are using their network service for 1 year. Similarly, 15 per cent of the respondents are using the network for 5 years and above. Moreover, 10 per cent of the respondents are using their network services up to 1-3 years. From the above table it is inferred that (50 per cent) of sample respondents are using their network services between 3-5 years.

**Chart 4.9**

**Present service provider**



**Table 4.10**

**Your monthly expenses spent on your mobile service**

your monthly expenses spent on your mobile service	No of respondents	Percentage
200- 300	27	27%
300- 500	24	24%
500- 1000	33	33%
Above 1000	16	16%
Total	100	100%

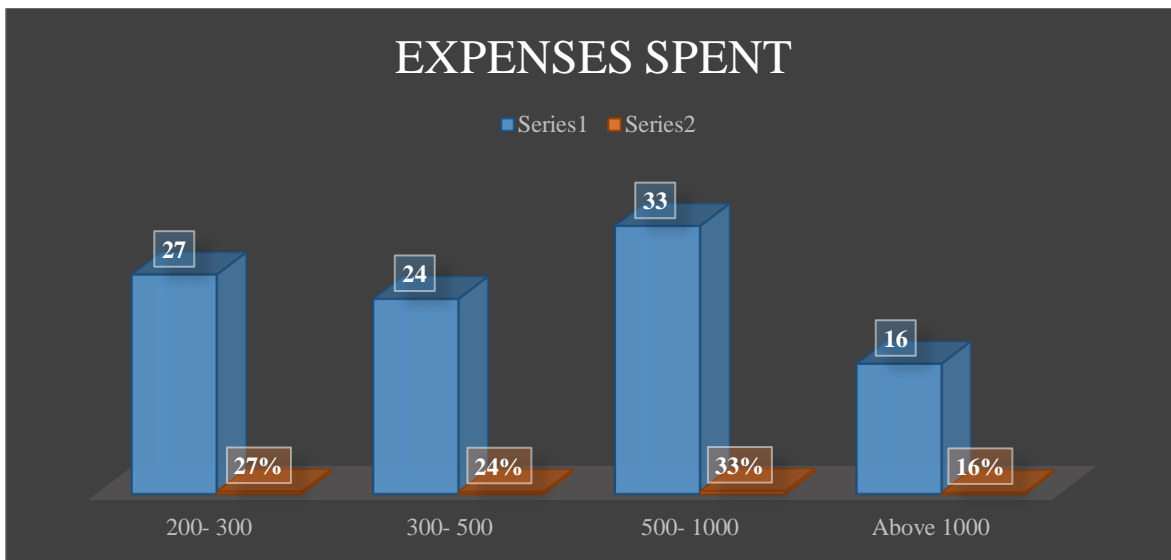
(Source: Primary data)

**Interpretation:**

It is identified that 33 per cent of the respondents spent Rs. 500-1000 per month for their network services and 27 per cent of the respondents spent Rs. 200-300 for their network service. Similarly, 24 per cent of the respondents spent Rs. 300-500 per month for the data network usage. Finally, 16 per cent of the respondents spent above Rs.1000 per month. From the above table it is inferred that (33 per cent) of sample respondents usually spent Rs. 500-1000 rupees for a month.

**Chart 4.10**

**Expenses spent**



**Table 4.11**

**Feature of the service provider convinced do you use them**

feature of the service provider convinced do you use them	No of respondents	Percentage
Connectivity	28	28%
Attractive Scheme	37	37%
Advertisement	25	25%
Goodwill	10	10%
Total	100	100%

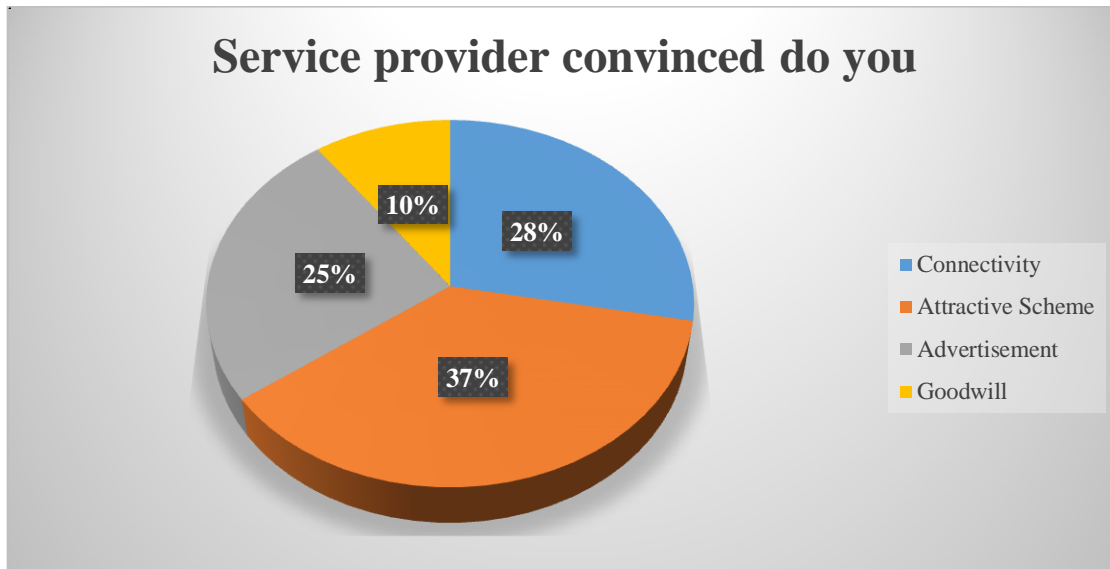
(Source: Primary data)

**Interpretation:**

From the above table it is inferred that 37 per cent of the respondents choose their network connection for its attractive Scheme facilities and 28 per cent of the respondents prefer to use their network for its better connectivity option. Similarly, 25 per cent of the respondents availed their network connection for its advertisement and 10 per cent of the sample respondents prefer Goodwill of the data network services. From the above table it is inferred that (37 per cent) of sample respondents are fascinated towards the Attractive Scheme.

**Chart 4.11**

**Service provider convinced do you**



**Table 4.12**

**Outlets provided by your service provider convenient**

Outlets provided by your service provider convenient	No of respondents	Percentage
Highly convenient	20	20%
convenient	29	29%
Average	34	34%
Inconvenient	17	17%
Total	100	100%

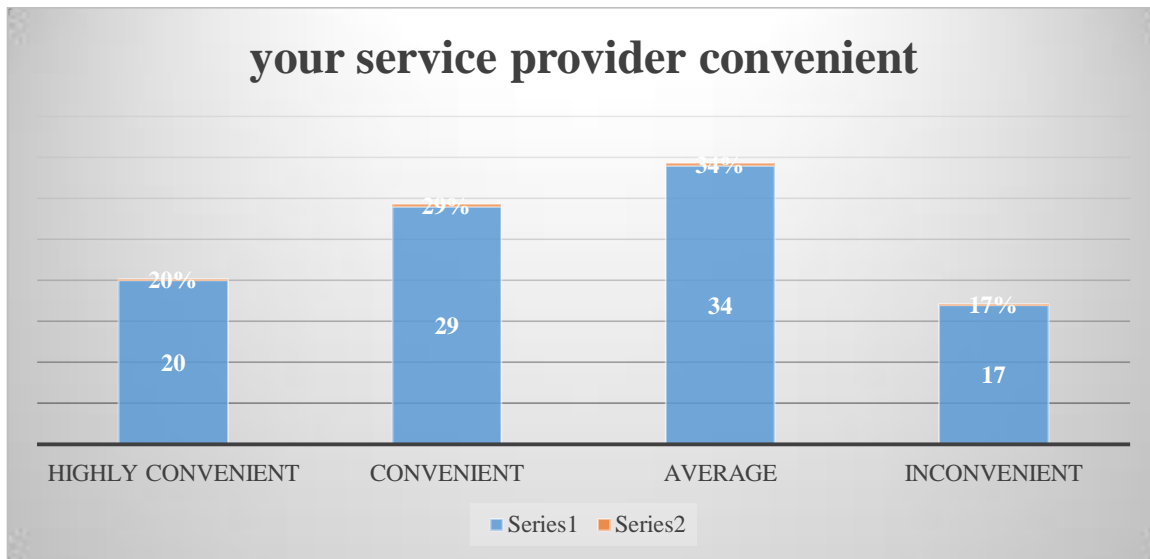
(Source: Primary data)

**Interpretation:**

In the given above table 34 per cent of the respondents feel that their outlet services are average and 29 per cent of the respondents feel that it is more convenient for them. Simultaneously, 20 per cent of the respondents have said that it is highly convenient for them in providing outlet services by their service providers and 17 per cent of the respondents have said that the outlet services provided by their service provider is inconvenient to use. From the above table it is inferred that (34 percent) of sample respondents feel that the outlet services provided by their service provider is average only.

**Chart 4.12**

**Your service provider is convenient**



## CHI- SQUARE ANALYSIS

### Evaluation\_ Network Rate \* Gender

#### HYPOTHESIS: 1

**Ho:** There is no significant relationship between Network Rate and gender.

**H1:** There is a significant relationship between Network Rate and gender.

Table 4.13

		Gender		Total
		Male	Female	
Evaluation_ Network Rate	Very Good	10	16	26
	Good	21	13	34
	Average	18	0	18
	Poor	0	22	22
Total		49	51	100

#### Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	43.244 <sup>a</sup>	3	.000
Likelihood Ratio	58.709	3	.000
Linear-by-Linear Association	3.093	1	.079
N of Valid Cases	100		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.82.

**Interpretation:**

From this table indicates that the calculated value is less than 1 per cent so that the null (HO) is accepted thus conclude that there is no relationship between Gender and Evaluation network rate. From the above table indicates the null hypothesis is accepted the alternative hypothesis is rejected.

**Finding:** We accept HO, since the significance value is greater than 1 per cent. Thus conclude that there is no relationship between Gender and Evaluation network rate.

**Evaluation\_ Offers \* Gender**

**HYPOTHESIS: 2**

**Ho:** There is no significant relationship between offers and gender.

**H1:** There is a significant relationship between offers and gender.

Table 4.14

		Gender		Total
		Male	Female	
Evaluation_ Offers	Very	21	5	26
	Good	15	17	32
	Average	9	21	30
	Poor	4	8	12
Total		49	51	100

### Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.071 <sup>a</sup>	3	.001
Likelihood Ratio	16.968	3	.001
Linear-by-Linear Association	12.936	1	.000
N of Valid Cases	100		

### Interpretation:

From this table indicates that the calculated value is less than 1 per cent so that the null (HO) is accepted thus conclude that there is no relationship between Gender and evaluation offers. From the above table indicates the null hypothesis is accepted the alternative hypothesis is rejected.

**Finding:** We accept HO, since the significance value is greater than 1 per cent. Thus conclude that there is no relationship between Gender and evaluation offers.

**Evaluation\_ Data Plan \* Gender**

**HYPOTHESIS: 3**

**Ho:** There is no relationship between gender and data plan.

**H1:** There is a relationship between gender and data plan.

Table 4.14

			Gender		Total
			Male	Female	
Evaluation_ Data Plan	Very Good		8	10	18
	Good		13	15	28
	Average		18	18	36
	Poor		10	8	18
Total			49	51	100

**Chi-Square Tests**

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.548 <sup>a</sup>	3	.908
Likelihood Ratio	.548	3	.908
Linear-by-Linear Association	.513	1	.474
N of Valid Cases	100		

**Interpretation:**

From the above table indicates that the calculated value is less than 1 per cent so that the null (HO) is accepted thus conclude that there is no relationship between Gender and evaluation data plan. From the above table indicates the null hypothesis is accepted the alternative hypothesis is rejected.

Finding: We accept HO, since the significance value is greater than 1 per cent. Thus conclude that there is no relationship between Gender and evaluation data plan.

**Evaluation\_ Overall \* Gender**

**HYPOTHESIS: 4**

**Ho:** There is no significant relationship between Gender and Overall.

**H1:** There is a significant relationship between Gender and Overall.

Table 4.15

		Gender		Total
		Male	Female	
Evaluation_ Overall	Very Good	25	7	32
	Good	8	16	24
	Average	16	0	16
	Poor	0	28	28
Total		49	51	100

### Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	56.774 <sup>a</sup>	3	.000
Likelihood Ratio	74.416	3	.000
Linear-by-Linear Association	22.503	1	.000
N of Valid Cases	100		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.84.

### Interpretation:

It is informed that the calculated value is less than 1 per cent so that the null (HO) is accepted thus conclude that there is no relationship between Gender and evaluation. From the above table indicates the null hypothesis is accepted the alternative hypothesis is rejected.

**Finding:** We accept HO, since the significance value is greater than 1 per cent. Thus conclude that there is no relationship between Gender and evaluation Overall.

**ONEWAY ANOVA**

**HYPOTHESIS: 5**

**Ho:** There is no significant relationship between gender and satisfied variables.

**H1:** There is a significant relationship between gender and satisfied variables.

**One way ANOVA**

Table 4.16

	Sum of Squares	Df	Mean Square	F	
Satisfied_ Network Coverage	Between Groups	1	18.360	13.427	
	Within Groups	98	1.367		
	Total	99			
Satisfied_ Internet Speed	Between Groups	1	.533	.343	
	Within Groups	98	1.553		
	Total	99			
Satisfied_ Download Speed	Between Groups	1	20.966	12.776	
	Within Groups	98	1.641		
	Total	99			
Satisfied_ International Call	Between Groups	1	17.396	10.310	

Within Groups	165.354	98	1.687		
Total	182.750	99			

		Sig.
Satisfied_ Network Coverage	Between Groups	.000
	Within Groups	
	Total	
Satisfied_ Internet Speed	Between Groups	.559
	Within Groups	
	Total	
Satisfied_ Download Speed	Between Groups	.001
	Within Groups	
	Total	
Satisfied_ International Call	Between Groups	.002
	Within Groups	
	Total	

**Interpretation:**

It is inferred that the calculated value is greater than 1 per cent so that the null (HO) is accepted thus conclude that there is no relationship between gender and satisfied variables. From the above table indicates the null hypothesis is accepted the alternative hypothesis is rejected.

Finding: We accept HO, since the significance value is greater than 1 per cent thus conclude that there is no relationship between gender and satisfied variables.

# **FINDINGS, SUGGESTIONS AND CONCLUSION**

## CHAPTER –V

### FINDINGS, SUGGESTIONS AND CONCLUSION

#### FINDINGS

- It is inferred that (29 per cent) Majority of sample respondents are under 21 to 35 years.
- It is stated that (51 per cent) Majority of sample respondents are under Female group.
- From the above table it is inferred that (39 per cent) majority of sample respondents are under Professionals.
- It is mentioned that (30 per cent) Majority of sample respondents are under 30,000 to 40,000.
- It is indicated that (52 per cent) Majority of sample respondents are under Jio network users.
- From the above table it is inferred that (58 per cent) Majority of sample respondents are under Prepaid service users.
- It is mentioned that (59 per cent) majority of sample respondents are under 4G users.
- In the above table concludes that (50per cent) majority of sample respondents are under 3-5 years.
- It is informed that (33 per cent) Majority of sample respondents are under 500-1000 rupees.
- It is explained that (37 per cent) Majority of sample respondents are under Attractive Scheme.
- From the above table it is inferred that (34 per cent) Majority of sample respondents are under Average.
- The study identified that the significance value is greater than 1 per cent. Thus conclude that there is no relationship between Gender and Evaluation network rate.
- It is identified that significance value is greater than 1 per cent. Thus conclude that there is no relationship between Gender and evaluation offers.
- The above study indicated that significance value is greater than 1 per cent. Thus conclude that there is no relationship between Gender and evaluation data plan.
- The data study table informed that the significance value is greater than 1per cent thus conclude that there is no relationship between Gender and Overall.
- The above study explained that significance value is greater than 1per cent thus conclude that there is no relationship between gender and satisfied variables.

## **Suggestion**

From overall study, it was found that most of respondents are satisfied with current services. From the study it is clear that, apart from all other advertisement mediums (such as social medias, mouth publicity etc.) JIO should concentrate on their marketing area i.e. it should give importance for advertisements in newspapers to increase awareness to the people who mostly read newspapers than other mediums and make it more useful. The above mentioned difficulties faced by the users should be addressed as soon as possible by customer care service because from the study it is clear that Customer care of JIO and Airtel is highly impressive among people. The people expect that their problem will be solved by the JIO customer care service and Airtel customer care. Most of the customers felt that they want to remove the problem of network and bugging JIO apps and Airtel apps is useful one. The users of JIO and Airtel suggested to install the tower in needed place especially in remote areas and to more educate people they must concentrate highly on their promotional activities.

## **Conclusion**

The study identifies the five factors which influences the satisfaction level of mobile service users. These factors are named as information, quality service, tariff plans, internet, and international call rates. Analysis of the study reveals that there are many variables where Jio is better than Airtel and customers are more satisfied with Jio than compared to Airtel. Jio is more popular than Airtel as Jio have better internet speed, have better calling rates, have better tariff plans, have better downloading speed, economical than Airtel whereas, Airtel is enjoying better network coverage.

The promotional activities were undertaken by Jio is more influential than Airtel. One major finding which comes under noticed that Airtel users are more satisfied than Jio users. It is advisable that mobile service providers should have more economical call rates with better network coverage in remote areas and internet speed, should try to introduce new improved offers and schemes so that they can retain their customers and capture more market share.

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# **ANNEXURE**

## **ANNEXURE**

### **COMPARATIVE ANALYSIS OF CUSTOMER SATISFACTION TOWARDS RELIANCE JIO AND AIRTEL SELECTED MOBILE SERVICES (WITH SPECIAL REFERENCE TO COIMBATORE CITY)**

#### **I DEMOGRAPHIC PROFILE OF THE RESPONDENTS:**

1. Name \_\_\_\_\_

2. Age

- a) 18-21
- b) 21-25
- c) 25-35
- d) above 35

3. Gender

- a) Male
- b) Female

4. Occupation

- a) Student
- b) professional
- c) Self-employed
- d) Others

5. Income

- a) 10,000- 20000
- b) 20,001-30,000
- c) 30,001- 40,000
- d) Above 40,000

## **II CUSTOMER PREFERENCE TOWARDS TELECOM SERVICES IN COIMBATORE CITY:**

6. Which network provider do you use?
  - a) Relaince Jio
  - b) Airtel
  - c) Other
  
7. Which type of telecom service do you use?
  - a) Prepaid
  - b) Postpaid
  
8. What Kind of mobile network G do you use?
  - a) CDME
  - b) 2G/3G
  - c) 4G
  - d) 5G
  
9. From how long you are availing the service of the present service provider?
  - a) Less than 1 year
  - b) 1-3 years
  - c) 3-5 years
  - d) above 5 years
  
10. What are your monthly expenses spent on your mobile service?
  - a) 200-300
  - b) 300-500
  - c) 500-1000
  - d) above 1000

### **III PERCEPTION OF CUSTOMERS TOWARDS JIO AND AIRTEL NETWORK SERVICES:**

11. Are you using more than one SIM card at a time

- a) yes
- b) No

If yes means

- a) Same service provider
- b) Other service provider

12. Would you recommend your telecom service provider to others

- a) Yes
- b) No
- c) Not sure

13. Which feature of the service provider convinced do you use them?

- a) Connectivity
- b) Attractive Scheme
- c) Advertisement
- d) Goodwill

14. From which source you came to know about Jio or Airtel?

- a) Newspaper
- b) Advertisement
- c) Mouth publicity
- d) Others

15. Does your service provider have any hidden costs incorporated in plan you are using?

- a) Yes
- b) No

#### **IV CUSTOMER SATISFACTION ON MOBILE SERVICES:**

16. Will you recommend Jio and Airtel to others?

- a) Yes
- b) No

17. Do you face connection problem while

- a) Being inside a specific area
- b) Being outside your area
- c) Travelling
- d) None

18. Do you think miss call alerts should be provide at free of cost?

- a) yes
- b) no

19. Are the service outlets provided by your service provider convenient?

- a) Highly convenient
- b) Convenient
- c) average
- d) Inconvenient

20. Are you satisfied with the overall service provided by your service provider?

- a) Highly convenient
- b) Convenient
- c) average
- d) Inconvenient

21. How likely are you to recommend your mobile service provider to others?

- a) always
- b) most likely
- c) liked rarely
- d) never

22. Services

(Satisfied, Not Satisfied)

		Satisfied	N.S
1	Tariff		
2	Signal coverage		
3	Data Plan		
4	Customer care		
5	Recharge shop/ Bill payment option		
6	Value added services		
7	IVR Service		
8	Application computability		

23. Evaluation (Very Good, Good, Average, Poor)

S.No		V.good	Good	average	Poor
1	How do you rate the network service of current service provider				
2	I am satisfied with the New schemes & offers offered by my service provider.				
3	I am satisfied with the Data plans offered by my current service provider.				
4	Over all I am satisfied with my network service provider.				

24. Features (Strongly agree, Agree, Moderate, Disagree, Strongly disagree)

		s.agree	Agree	Moderate	disag	s.disag
1	The tariff plan of telecom providers influences me to use my current network provider.					
2	At the time of purchasing a connection, Brand Image /Customer service /Network coverage /Advertisement plays some role in influencing my decision.					
3	I am satisfied with the local call cost per minute offered by my current network provider.					
4	I am satisfied with the Special offer introduced by my current network provider.					

5	I am satisfied with the Recharge cost offered by my current network provider.					
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25. Feedback

(Highly Satisfied, Satisfied, Neutral, Dissatisfied, Highly Dissatisfied)

		<b>H.S</b>	<b>S</b>	<b>N</b>	<b>D</b>	<b>H.D</b>
	I am satisfied with the Network Coverage of my current service provider.					
	I am satisfied with the Internet speed provided by my current service provider.					
	I am satisfied with Downloading speed offered by my service provider.					
	I am satisfied with the international call rate of offered by my current service provider					

26. Suggestion\_\_\_\_\_