



A comparative study on customer satisfaction towards Airtel and JIO with special reference to Coimbatore (West)

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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 consumers' 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 Coimbatore west region, compares to other service providers such as Airtel, Vodafone, BSNL, Idea etc. Apart from this, the study has also focused to analyse customers' satisfaction towards Jio.

Keywords: customer satisfaction, service provider

Introduction

The record of telecommunications in human society is more than 130 years, in modern times telecommunications have developed from basic demand to 4G and 5G services, whose development India has become the biggest telecommunications sector in the universe. One has experienced a perfect development in the last ten years, it is one of the major areas in terms of economic development and job set up. Customer satisfaction is the grade of satisfaction provided by the goods or services of a firm according to the number of repeat customers. The customer satisfaction study is a process to find if the consumers of a company are satisfied or not with the consumers products or services received from the company. It can be done eye-to-eye, by phone, by online or email, or on handwritten forms. The answers of the consumers to the questions are used to research if it is need to make changes in the trade operations to improve the general satisfaction of the consumers. It is outlined as "the range of customers, or the percentage of total consumers, whose reported knowledge with a company, its products or its services exceeds the specific satisfaction objectives. Throughout a very competitive market where firms contend for subscriber, satisfaction of the subscriber is taken into thought a heavy soul and each time it's become an important factor of the business game plan. The goal of this study is to compare customer satisfaction with respected to Airtel and Jio services. More particularly, the focus is on review the united impact of the factors that influence customer satisfaction towards selected service providers. Bharti Airtel Limited is one of the universal leading providers of telephonic communications services with presence in 19 nations including India and Africa and South Asia. The company is the biggest wireless service provider in India, based on the number of consumers. In addition to supplying long distance connectivity to the national and international level, the airtel provides an integrated suite of telephonic communication

solutions to its enterprise consumers. The company also provide Digital TV and Internet Protocol TV service. All of these provisions are provided directly or through subsidiaries under a standard brand 'Airtel' Jio isn't telecommunication network it's a complete system that enables Indians to measure the digital life to the fullest this system consists of powerful broadband networks, useful applications, best in class service and smart devices distributed to every door step in India. Jio's media offerings includes the most comprehensive libraries and programs of recorded and live music, sports, live and catch up television, movies and events. Jio is committed to supply coverage across urban and major rural areas.

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 Coimbatore (west). Also, conveniences sampling was used to select the respondent.

Objectives of the study

- To find the customer satisfaction towards Jio and Airtel services in Coimbatore (west)
- To find out the most preferred Telecom services in Coimbatore (west)

Limitations of the study

- A sample size of 120 respondents in total was selected for the study.
- The research has included only Jio and Airtel customers.
- The area of study covers only west region of Coimbatore which includes Perur, Alandurai,

- Madhampatti, Isha, Karunya, Thondamuthur, Narashipuram

Primary data

The study was mainly built on primary data, which is collected by using questionnaire. The questionnaire was prepared by analysis from various topic and utmost care was given to confirm the questions to be include in the research.

Secondary data

The primary data was improved by secondary data. The secondary data was gathered from the websites. The data is also collected from leading journal like industrial research and The Indian journal of marketing etc.,

Sample size

The sample size has been selected 120 randomly. It will enable study to in depth on the customer satisfaction towards Airtel and Jio.

Tool for analysis

Data analyzing tools are simple percentage and chi – square.

▪ **Simple percentage**

Percentage means out of hundred. It is often referred by symbol “%”. It is used if there are not a hundred items. The number is then scaled so it can be compared to hundred.

Simple Percentage =

$$\frac{\text{No of respondents}}{\text{Total no of respondents}} \times 100$$

▪ **Chi – square**

A chi – square (χ^2) statistic which is used to test the measures of expectations compare to actual observes (or) model result. The data used in calculate chi- square must be random, raw, mutually exclusive, draw from independent variable and also large enough sample.

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

Review of literature

1. Paulaset ^[1] 2016 In this research they analysis the study of providing customer satisfaction is the main important process of the business with internet access on the move such as huge network coverage and technology advanced stuff needed by virtually everybody in today’s atmosphere. Jio is working according to Indian market; it gives finest quality services at much less

2. Rodrigues ^[2] 2015 as resulted to show that there is a significant relative between the brand name and the preference of customers. Hence, it has been suggested that telecommunications firmsoughtto concentrate on property, call rate, coverage and network quality. The customers do not prefer reliance network Therefore, it will be a hard task to get a respectable customer base for the 4G network. Reliance Jio Limited announced the launch of its digital services with JIO in Mumbai on 1st September 2016 with Jio Welcome Offer. The permission of TRAI has enabled users the access to unlimited LTE data and national voice, video, messaging services, Jio applications and content, free of cost up to 31 December 2016(Since,2017).
3. Jayaraman ^[3] 2017 Reliance Jio has entered into the market of telecom service providers with freebies and more data to the customers. In the knowledge world, Jio’s the for way into the fast-evolving market has made an incredible change in the competition, price and data availability. Jio is widely used by the techno-savvy customers.
4. Deoskar Aruna ^[4] (2009), in her study “A study of mobile services from customer’s perspective” shows the remarkable revolution in information technology happened in India which increased telecom sector. The main objective is to study the impact of customer service on customer satisfaction and to associate various factors like data coverage, billing facilities with it. The study states that all the sub parameters like billing service and data coverage has a significant impact on the customer satisfaction influencing customer perception.
5. Debarun Chakraborty ^[5] (2013), in his research investigated the customer satisfaction & expectation towards a telecommunication company in West Coimbatore which is a State of Tamil Nadu. A descriptive study was conducted to achieve the objectives. The Results reveal that the sizes that impact the satisfaction level of customer’s care services (like smart coverage, good connectivity and network quality) and call rate. Further results display that there is a vital relation between the brand name and the preference of customers. Hence, it has been suggested that medium firms ought to target on property, call rate, coverage and network quality

Analysis and findings

Table 1: Demographic Profile of the respondents

S.NO	Demographic Profile	No of Respondance	Percentage	
1.	AGE	20 – 30	48	40
		30 – 40	38	31.6
		40 – 50	22	18.4
		Above50	12	10
2.	Occupation	Student	20	16.6
		Profession	44	36.6
		Business	28	23.4
		Other specified	28	23.4
3		Below Rs.10000	20	16.6

	Monthly Income	Rs.10000- 20000	50	41.7
		Rs.20000-40000	36	30
		Above 40000	14	11.7
4	Education qualification	Professional Degree	44	36.6
		Graduate Level	38	31.7
		School Level	24	20
		No formal Education	14	11.7
5	Gender	Male	70	58.4
		Female	50	41.6

Source: Primary Data

Table 2: Level of satisfaction (HDS- Highly Dissatisfied, DS- Dissatisfied, N- Neutral, S-Satisfied, HS- Highly Satisfied)

S.no	Particular	HDS	DS	N	S	HS
1.	Live television	30	22	30	24	14
2.	Payment system	2	10	48	48	12
3.	Music	22	4	32	48	14
4.	Movie	10	14	22	46	28
5.	Recharge to mobile and D TV	0	20	44	28	28
6.	News	12	24	48	22	14

Source: Primary Data

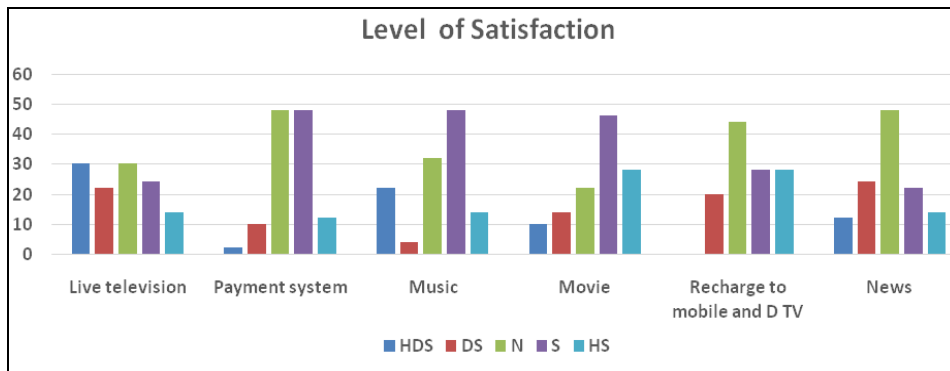


Fig 1: Level of Satisfaction

Chi-square

Null hypothesis 1

There is no significant relationship between age group and level of satisfaction rate about your service provider.

Chi-square value = 35.07

Table value = 49.8

Significant level = 5%

Result

Thus, the X² value is less than table value we accept the hypothesis. Therefore, there is no significant relationship between age and satisfaction rate about your service provider.

Table 3: Overall satisfaction

S.no	Particulars	Respondents	Percentage
1.	Highly satisfied	36	30%
2.	Satisfied	50	42%
3.	Average	34	28%
4.	Not so satisfied	0	0%
	Total	120	100%

Majority of respondents are satisfied 42%

Chi-square

Null hypothesis 2

There is no significant relationship between income and payment rate of your service provider.

Chi-square value = 19.12

Table value = 30.1

Significant level = 5%

Result

Thus, the X² value is less than table value we accept the hypothesis. Therefore, there is no significant relationship between income and payment rate of service provider.

Findings

In study found that observed the perception of the customers of Coimbatore (west) with respect to different service provided by Jio and Airtel. The following conclusions were derived from the study.

- From the study it is found that mostly the Airtel and Jio user are youngster Jio is most accepted facility due to its low-priced rate that better than other telecom service provider forced Rs.35 call present rate to get incoming call but no such limit imposed by Jio
- Most of the respondents to be use Jio due to unlimited free voice calling, and internet speed better than Airtel, and other telecom services.
- Most of the respondents are highly satisfied with Music facilities.
- Most of the student user of the Jio. Because their facility to be inexpensive better than Airtel, and others.
- Most of the user unhappy from present recharge scheme Recharge strategy due to mostly user of Airtel, change in Jio. Generally, user to be use Airtel, and Other due to internet speediness better than Jio.

Conclusion

Through the analysis paper entitled, “A Comparative Study on Customer Satisfaction of age group, gender etc. are having less impact on the factors of consumers satisfaction. This study indicates that the customers’ satisfaction in comparatively slight advanced with Airtel. The telecommunication services in India have witnessed phenomenal changes over the last few years and the information technology has brought tremendous changes in day to day activities of common man. The requirement for mobile phone services in the sub-continent is increasing substantially.

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