

A Comparative Analysis on Customer Satisfaction towards Reliance Jio and Airtel with Reference to Anantapur

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ABSTRACT

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

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

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

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INTRODUCTION

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

DEFINITION

According to Philip Kotler:-

"Marketing is the social process by which individuals and group obtain what they need and want through creating and exchanging products and value with others."

INDUSTRY PROFILE

An industry is an area of economic production which involves large amounts of upfront capital investment before any profit can be realized. In economics and

urban planning, industry is an intensive type of land use with economic activity involved with manufacturing and production.

The process of transmitting or receiving information over a distance by any electric or electromagnetic medium can be called as telecommunication. Information may take the form of voice, video, or data. Over the last 2,000 years we have learned to communicate over land, sea and space. Telecommunications was the cutting-edge business of the 19th century and the industry with foremost growth in the past 100 years.

Players in Indian telecom industry

Bharti Airtel

Vodafone Idea

Reliance Jio

BSNL

COMPANY PROFILE

Reliance Jio

Jio is the largest 4G network in India. Jio offers fastest network in all over India and is the most popular company in India. Reliance launched Jio, and it becomes India's fastest telecommunication network. Jio provides digital platform to India. The company headquarter is in Mumbai, Maharashtra, India.



Name of the organisation : Reliance Jio Infocomm Limited

Industry : Telecommunication

Founded : 15 February 2007

Headquarters : Maharashtra, India

Managing Directors & CEO : Mukesh Ambani

Number of employees : 15,000-20,000

Revenue : ₹ 90,287 crore (US\$12 billion)

Area served : World wide

Website : www.jio.com

Total Assets : ₹ 305,956 crore (US\$40 billion)

Turnover : 5.3 trillion

Company Status : Active

BHARTI AIRTEL LIMITED:

Bharti Airtel Limited, also known as Airtel, is an Indian multinational telecommunications services company based in New Delhi. It operates in 18 countries across South Asia and Africa, as well as the Channel Islands. Currently, Airtel provides 4G and 4G+. It is updating its infrastructure for a planned offering of 5G. Currently, offered services include fixed-line broadbands, and voice services depending upon the country of operation.



Name of the organisation : Bharti Airtel Limited

Industry : Telecommunication

Founded : 7 July 1995

Headquarters : New Delhi, India

Managing Director & CEO : Sunil Bharti Mittal

Number of employees : 17,917 (2021)

Revenue : ₹ 101,258 crore (US\$13 billion)

Area Served : World wide

Website : www.airtel.com

Total Assets : ₹ 346,027 crore (US\$45 billion)

Turnover : 1.16 trillion

Company Status : Active

NEED OF THE STUDY:

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

SCOPE OF THE STUDY:

This study covers customer of reliance Jio and Airtel in the areas of Anantapur city.

The study makes effort to ascertain the satisfaction level of customers Reliance Jio and Airtel only.

OBJECTIVES OF THE STUDY:

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

SOURCE OF DATA:

The study is based on both primary and secondary data.

Primary data:

The primary data for the study is to be collected from 106 respondents from Anantapur city with the help of a properly designed questionnaire.

Secondary data:

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

SAMPLING:

For collecting the primary data convenient sampling technique is adopted. Total sample size is limited to 106.

SAMPLE SIZE: 106

TOOLS AND TECHNIQUES

TOOLS

EXCEL: 1. Excel is used for analysis purpose.

2. Graphical representation interpretation is done with the help of tables and column charts.

TECHNIQUES:

1. F-Test
2. Chi-Square Tests

HYPOTHESIS

HYPOTHESIS:1

N.H: There is no significant difference between income and satisfaction level.

A.H: There is a significant difference between income and satisfaction level.

HYPOTHESIS:2

N.H: There is no significant difference between age and awareness level.

A.H: There is a significant difference between age and awareness level.

LIMITATION OF THE STUDY

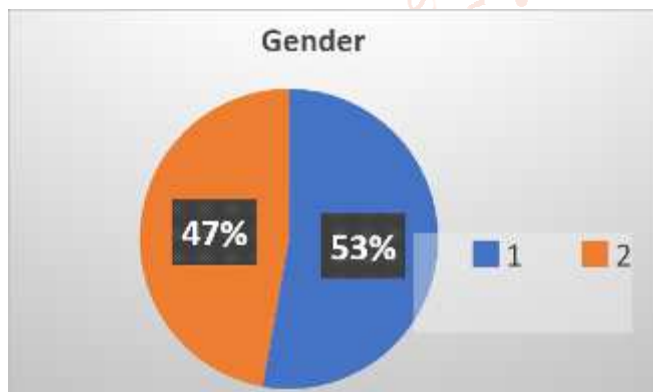
1. The study is conducted on Airtel and Jio located at Anantapur city with 106 respondents.
2. The study of the project is only limited to these two Companies that is Airtel and Jio.

DATA ANALYSIS AND INTERPRETATION

showing the Gender of the respondents:

S.NO	Gender	No. of respondents	Percentage
1	Male	56	52.80%
2	Female	50	47.16%
Total		106	100%

SOURCE: Primary data collected from the respondents.



Interpretation:

The table shows that out of 106 respondents about 52.8% are males and 47.6% are females.

Therefore most of the respondents are males.

showing Age of the respondents:

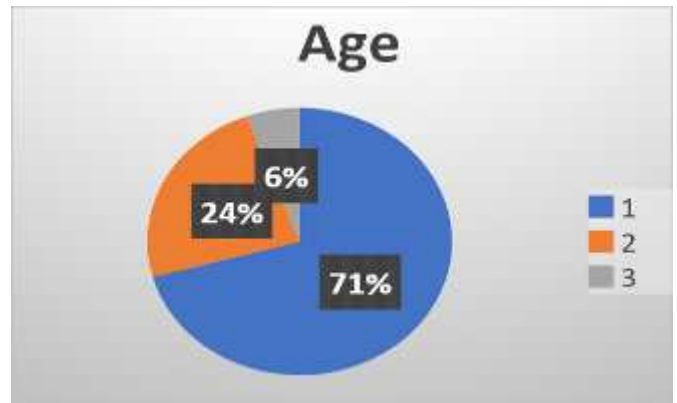
S. NO	Attributes	No. of respondents	Percentage
1	15-25	75	70.75%
2	25-35	25	23.58%
3	35 and above	6	5.66%
Total		106	100%

SOURCE: Primary data collected from the respondents.

Interpretation:

The table shows that out of 106 respondents in that 70.7% respondents are 15-25 years, 23.5% respondents are 25-35 years, 5.6% respondents are 35 and above years.

Therefore most of the respondents are 15-25 years.

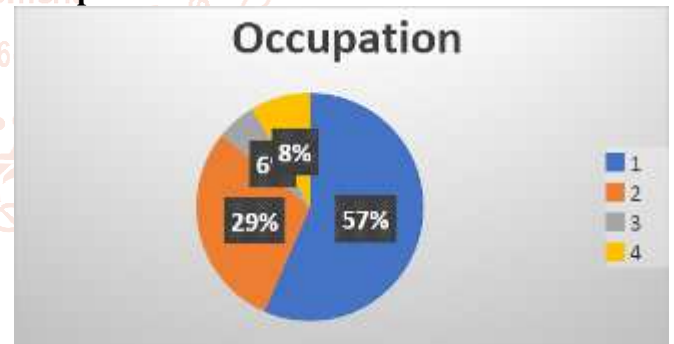


showing occupation of the respondents:

S. NO	Attributes	No. of respondents	Percentage
1	Students	60	56.60%
2	Employee	31	29.24%
3	Business person	6	5.66%
4	Others	9	8.49%
Total		106	100%

SOURCE: Primary data collected from the respondents.

Interpretation:



The table shows that out of 106 respondents in that 56.6% respondents are students, 29.2% respondents are employees, 5.6% respondents are business person, 8.4% respondents are others.

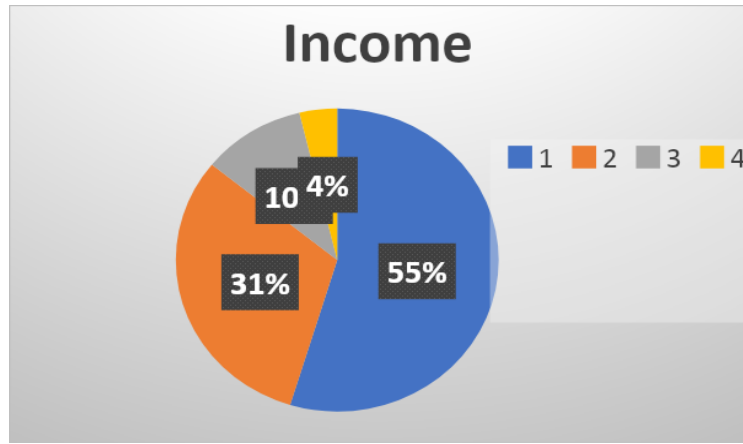
Therefore most of the respondents are students.

showing income level of respondents:

S. NO	Attributes	No. of respondents	Percentage
1	Below 100000	58	54.71%
2	Above 100000	33	31.13%
3	Above 200000	11	10.37%
4	Above 300000	4	3.77%
Total		106	100%

SOURCE: Primary data collected from the respondents.

Interpretation:



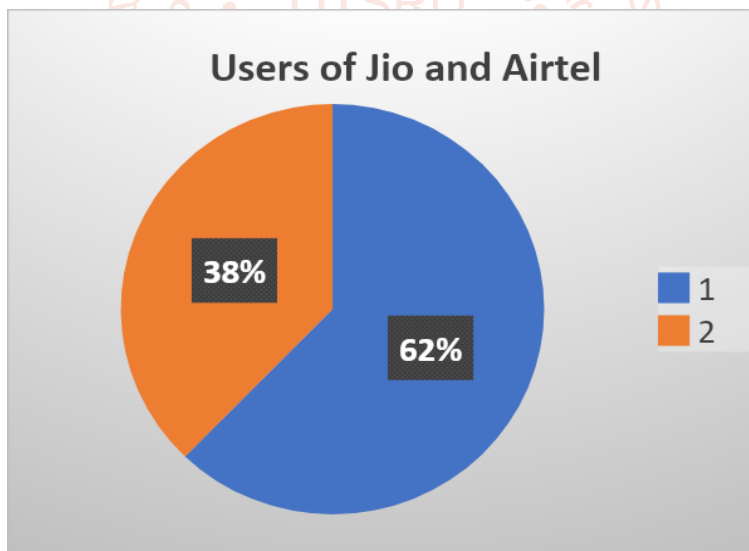
The table shows that out of 106 respondents in that 54.7% respondents are below 100000 income, 31.1% respondents are above 100000 income, 10.3% respondents are above 200000 income, 3.7% respondents are above 300000 income.

Therefore most of the respondents are below 100000 income.

showing the users of JIO and AIRTEL:

S.NO	Attributes	No. of respondents	Percentage
1	Jio	66	62.26%
2	Airtel	40	37.73%
Total		106	100%

SOURCE: Primary data collected from the respondents.



Interpretation:

The table shows that out of 106 respondents in that 62.2% respondents are Jio, 37.7% respondents are Airtel.

Therefore most of the respondents are Jio.

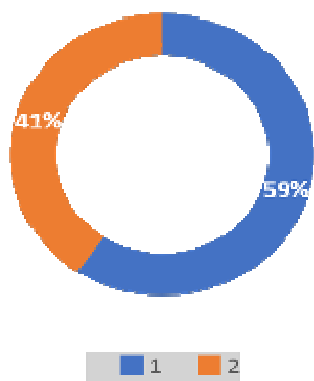
showing the first time of users JIO and AIRTEL

S. NO	Attributes	No. of respondents		Percentage	
		Jio	Airtel	Jio	Airtel
1	Yes	38	31	59.37%	73.80%
2	No	26	11	40.62%	26.19%
Total		106=64	106=42	100%	100%

SOURCE: Primary data collected from the respondents.

Interpretation:

First time users of Jio and Airtel



The table shows that out of 106 respondents Among 64 Jio respondents, in that 59.3% respondents are first users, 40.6% respondents are not first time users.

Among 42 Airtel respondents, in that 73.8% are first time users, 26.1% respondents are not first time users.

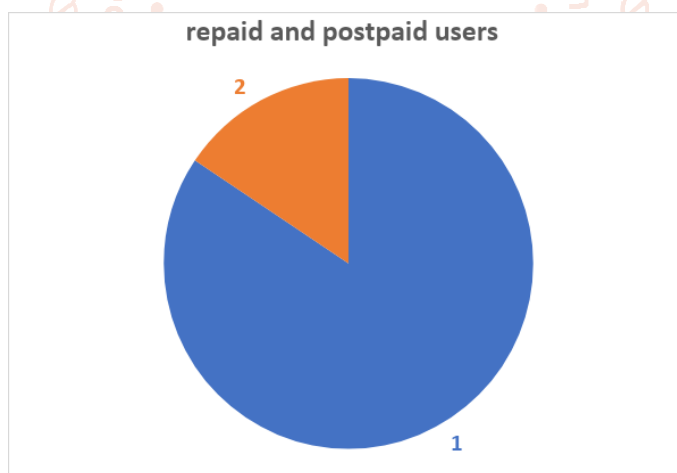
There four most of the respondents are first users of Jio and Airtel.

showing the users of prepaid and post-paid services:

S.NO	Attributes	No. of respondents		Percentage	
		JIO	AIRTEL	JIO	AIRTEL
1	Prepaid	54	36	84.37%	85.71%
2	Post-paid	10	6	15.62%	14.28%
Total		106=64	106=42	100%	100%

SOURCE: Primary data collected from the respondents.

Interpretation:



The table shows that out of 106 respondents Among 64 Jio respondents, in that 84.3% respondents are prepaid, 14.2% respondents are post-paid.

Among 42 Airtel respondents, in that 85.7% respondents are prepaid, 14.2% respondents are post-paid.

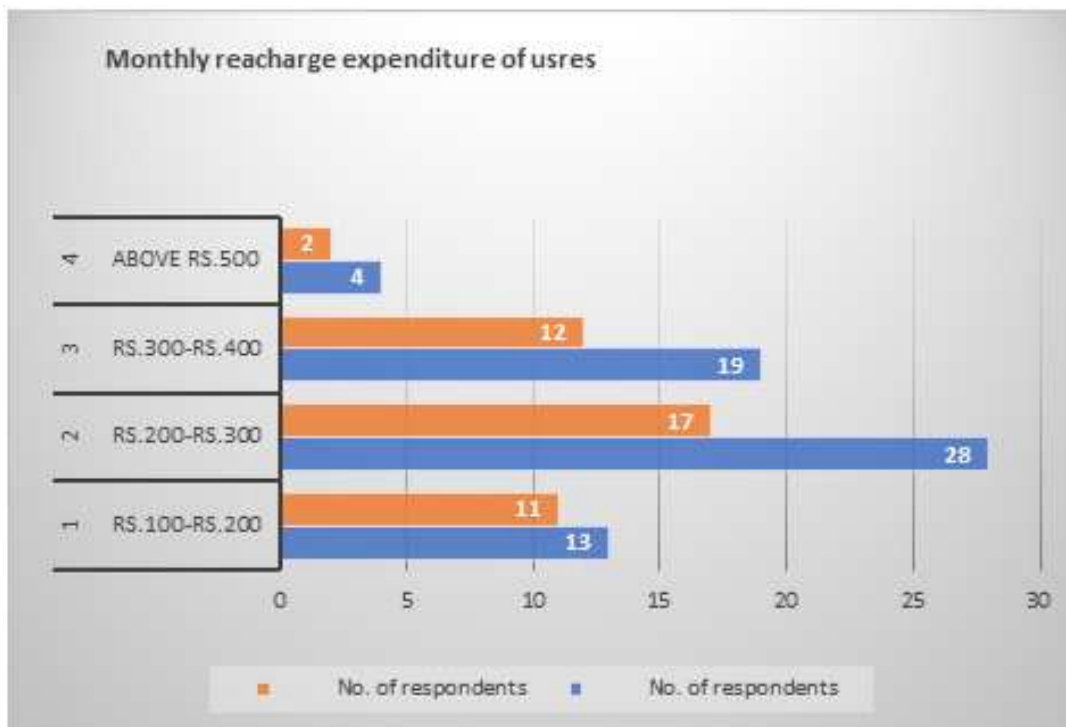
Therefore most of the respondents are using prepaid services.

showing average monthly recharge expenditure of users:

S. NO	Attributes	No. of respondents		Percentage	
		JIO	AIRTEL	JIO	AIRTEL
1	Rs.100-Rs.200	13	11	20.31%	26.19%
2	Rs.200-Rs.300	28	17	43.75%	40.47%
3	Rs.300-Rs.400	19	12	29.68%	28.57%
4	Above Rs.500	4	2	6.25%	4.76%
Total		106=64	106=42	100%	100%

SOURCE: Primary data collected from the respondents.

Interpretation:



The table shows that out of 106 respondents, Among 64 Jio respondents, in that 20.3% respondents are Rs.100-Rs.200,43.7% respondents are Rs.200-Rs.300, 29.6% respondents are Rs.300-Rs.400, 6.2% respondents are above Rs.500.

Among 42 Airtel respondents, in that 26.1% respondents are Rs.100-Rs.200, 40.4% respondents are Rs.200-Rs.300, 28.5% respondents are Rs.300-Rs.400, 4.7% respondents are above Rs.500.

Therefore most of the respondents are monthly recharge expenditure is Rs.200-Rs.300.

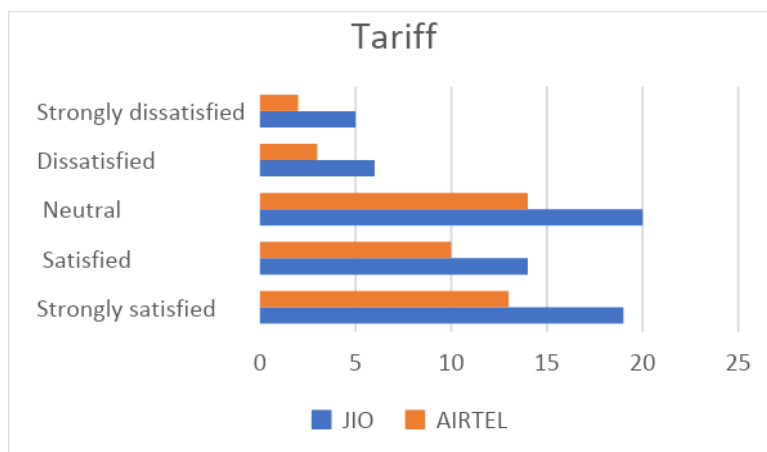
level of satisfaction of the respondents (Tariff):

Tariff	No. of respondents		Percentage	
	JIO	AIRTEL	JIO	AIRTEL
Strongly satisfied	19	13	29.60%	30.95%
Satisfied	14	10	21.87%	23.80%
Neutral	20	14	31.25%	33.33%
Dissatisfied	6	3	9.37%	7.14%
Strongly dissatisfied	5	2	7.81%	4.76%
Total	106=64	106=42	100%	100%

SOURCE: Primary data collected from the respondents.

Interpretation:

The table shows that out of 106 respondents, Among 64 Jio respondents, in that 29.6% strongly satisfied, 21.8% satisfied, 31.2% neutral, 9.3% dissatisfied, 7.8% strongly dissatisfied.



Among 42 Airtel respondents, in that 30.9% strongly satisfied, 23.8% satisfied, 33.3% neutral, 7.1% dissatisfied, 4.7% strongly dissatisfied.

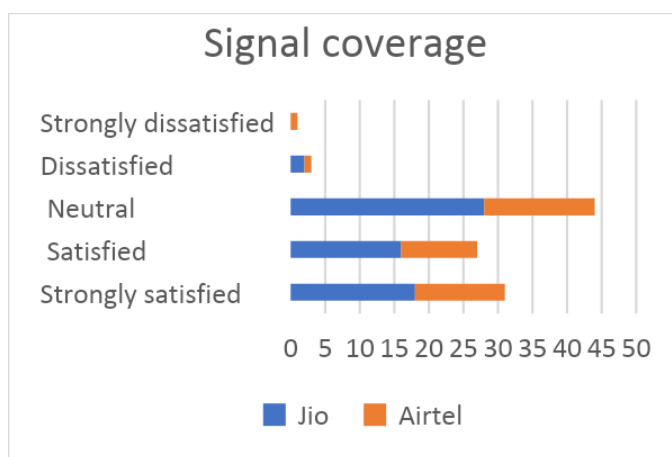
Therefore most of the respondents are feel about tariff is neutral.

level of satisfaction of the respondents (signal coverage):

Signal Coverage	No. of respondents		Percentage	
	Jio	Airtel	Jio	Airtel
Strongly satisfied	18	13	28.12%	30.95%
Satisfied	16	11	25.00%	26.19%
Neutral	28	16	43.75%	38.09%
Dissatisfied	2	1	3.12%	2.38%
Strongly dissatisfied	0	1	0.00%	2.38%
Total	106=64	106=42	100%	100%

SOURCE: Primary data collected from the respondents.

Interpretation:



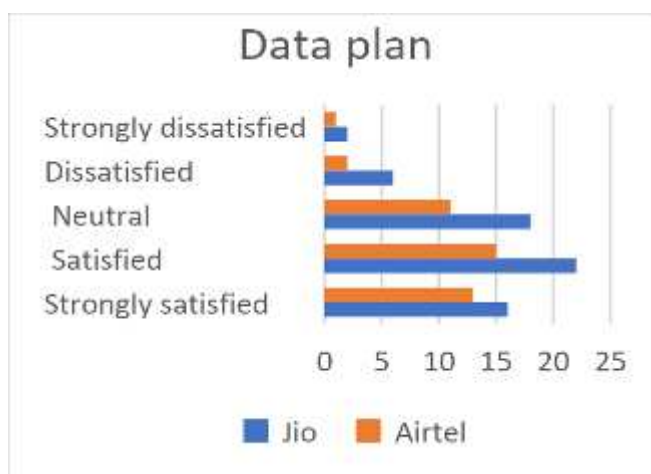
Among 42 Airtel respondents, in that 30.9% strongly satisfied, 26.1% satisfied, 38% neutral, 2.3% dissatisfied, 2.3% strongly dissatisfied.

Therefore most of the respondents are feel about signal coverage is neutral.

level of satisfaction of the respondents (Data plan):

Data plan	No. of respondents		Percentage	
	Jio	Airtel	Jio	Airtel
Strongly satisfied	16	13	25.00%	30.95%
Satisfied	22	15	34.37%	35.71%
Neutral	18	11	28.12%	26.19%
Dissatisfied	6	2	9.37%	4.76%
Strongly dissatisfied	2	1	3.12%	2.38%
Total	106=64	106=42	100%	100%

SOURCE: Primary data collected from the respondents.



Interpretation:

The table shows that out of 106 respondents, Among 64 Jio respondents, in that 25% strongly satisfied, 34.3% satisfied, 28.1% neutral, 9.3% dissatisfied, 3.1% strongly dissatisfied.

Among 42 Airtel respondents, in that 30.9% strongly satisfied, 35.7% satisfied, 26.1% neutral, 4.7% dissatisfied, 2.3% strongly dissatisfied.

Therefore most of the respondents are satisfied with data plan.

level of satisfaction of the respondents (Data speed):

Data speed	No. of respondents		Percentage	
	Jio	Airtel	Jio	Airtel
Strongly satisfied	17	13	26.56%	30.95%
Satisfied	24	16	37.50%	38.09%
Neutral	18	11	28.12%	26.19%
Dissatisfied	5	1	7.81%	2.38%
Strongly dissatisfied	0	1	0.00%	2.38%
Total	106=64	106=42	100%	100%

SOURCE: Primary data collected from the respondents.

Interpretation:



The table shows that out of 106 respondents, Among 64 Jio respondents, in that 26.5% strongly satisfied, 37.5% satisfied, 28.1% neutral, 7.8% dissatisfied, 0% strongly dissatisfied.

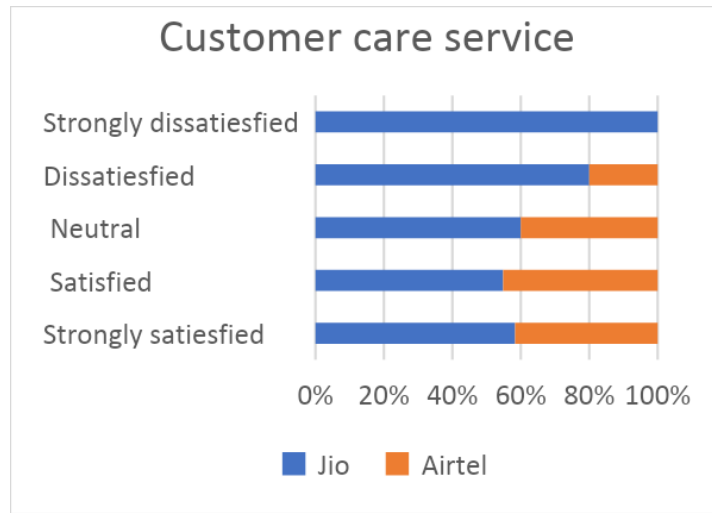
Among 64 Jio respondents, Among 42 Airtel respondents, in that 30.9% strongly satisfied, 38% satisfied, 26.1% neutral, 2.3% dissatisfied, 2.3% strongly dissatisfied.

Therefore most of the respondents are satisfied with data speed.

level of satisfaction of the respondents (customer care service):

Customer care service	No. of respondents		Percentage	
	Jio	Airtel	Jio	Airtel
Strongly satisfied	14	10	21.87%	23.80%
Satisfied	17	14	26.56%	33.33%
Neutral	24	16	37.50%	38.09%
Dissatisfied	8	2	12.50%	4.76%
Strongly dissatisfied	1	0	1.56%	0.00%
Total	106=64	106=42	100%	100%

SOURCE: Primary data collected from the respondents.



Interpretation:

The table shows that out of 106 respondents, Among 64 Jio respondents, 21.8% strongly satisfied, 26.5% satisfied, 37.5% neutral, 12.5% dissatisfied, 1.5% strongly dissatisfied.

Among 42 Airtel respondents, in that 23.8% strongly satisfied, 33.3% satisfied, 38% neutral, 4.7% dissatisfied, 0% strongly dissatisfied.

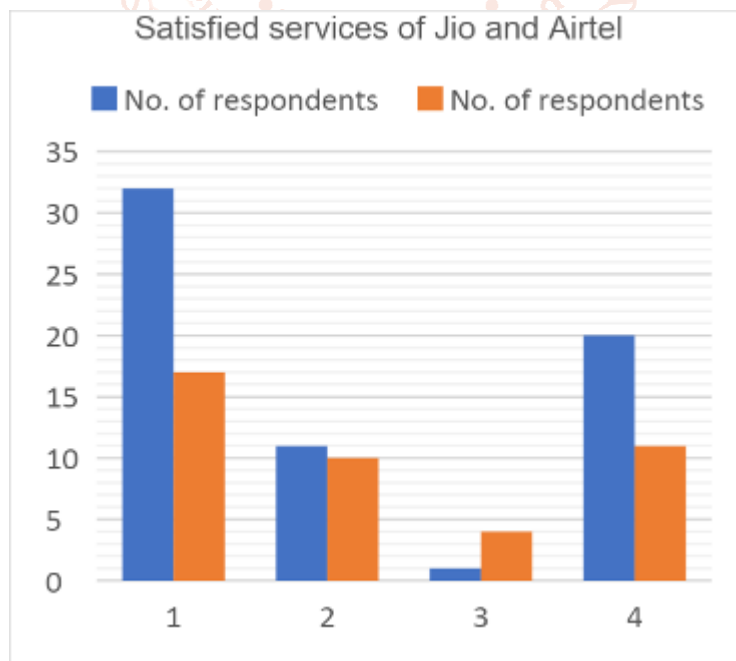
Therefore most of the respondents are neutral with data speed.

showing the satisfied services of JIO and AIRTEL:

S. NO	Attributes	No. of respondents		Percentage	
		JIO	AIRTEL	JIO	AIRTEL
1	Highly satisfied	32	17	50%	44.71%
2	Satisfied	11	10	17.18%	18.43%
3	Average	1	4	1.50%	9.25%
4	Not satisfied	20	11	31.25%	28.94%
Total		106=64	106=42	100%	100%

SOURCE: Primary data collected from the respondents.

Interpretation:



The table shows that out of 106 respondents, Among 64 Jio respondents, in that 50% highly satisfied, 17.1% satisfied, 1.5% average, 31.2% not satisfied.

Among 42 Airtel respondents, in that 44.7% highly satisfied, 18.4% satisfied, 9.2% average, 28.9% not satisfied.

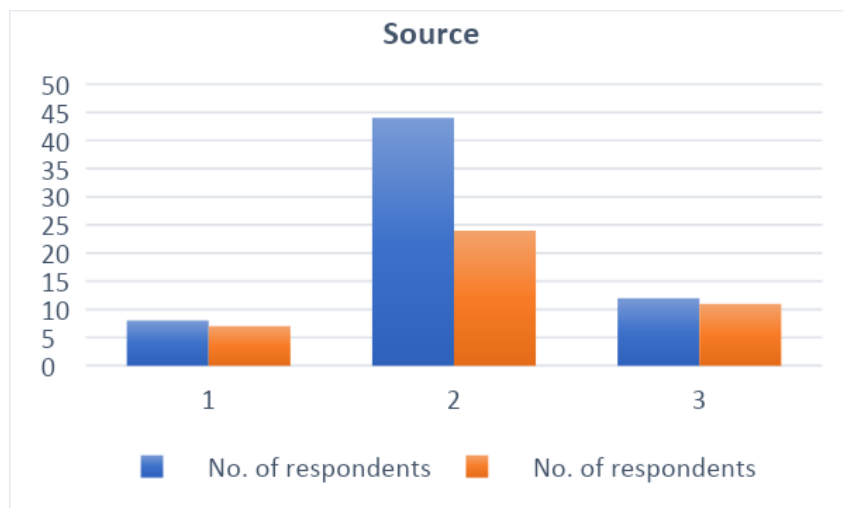
Therefore most of the respondents are highly satisfied with the services.

showing the source of information:

S. NO	Attributes	No. of respondents		Percentage	
		JIO	AIRTEL	JIO	AIRTEL
1	Newspaper	8	7	12.56%	13.50%
2	Advertisement	44	24	68.73%	57.83%
3	Friends and family	12	11	18.72%	28.92%
Total		106=64	106=42	100%	100%

SOURCE: Primary data collected from the respondents.

Interpretation:



The table shows that out of 106 respondents, Among 64 Jio respondents, in that 12.5% newspaper, 68.7% advertisement, 18.7% friends and family.

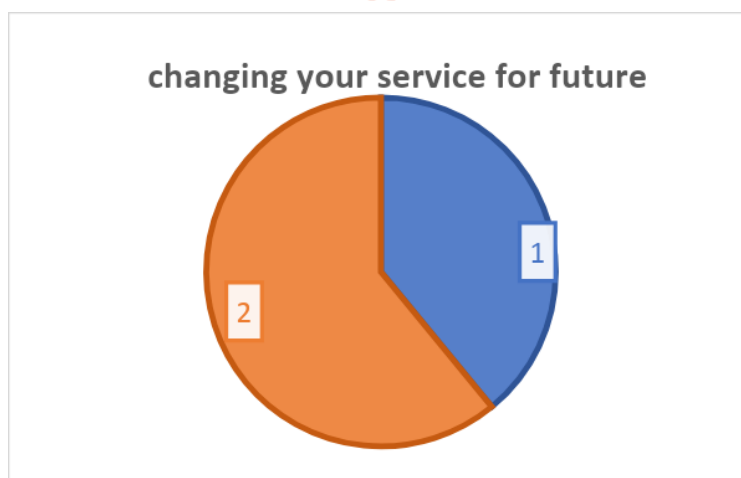
Therefore most of the respondents are know about advertisement.

showing the to change your JIO and AIRTEL services in future:

S. NO	Attributes	No. of respondents		Percentage	
		JIO	AIRTEL	JIO	AIRTEL
1	Yes	25	18	39%	42.10%
2	No	39	24	60.93%	57.82%
Total		106=64	106=42	100%	100%

SOURCE: Primary data collected from the respondents.

Interpretation:



The table shows that out of 106 respondents, Among 64 Jio respondents, 39% are yes, 60.9% are no.

Among 42 Airtel respondents, 42.1% are yes, 57.8% are no.

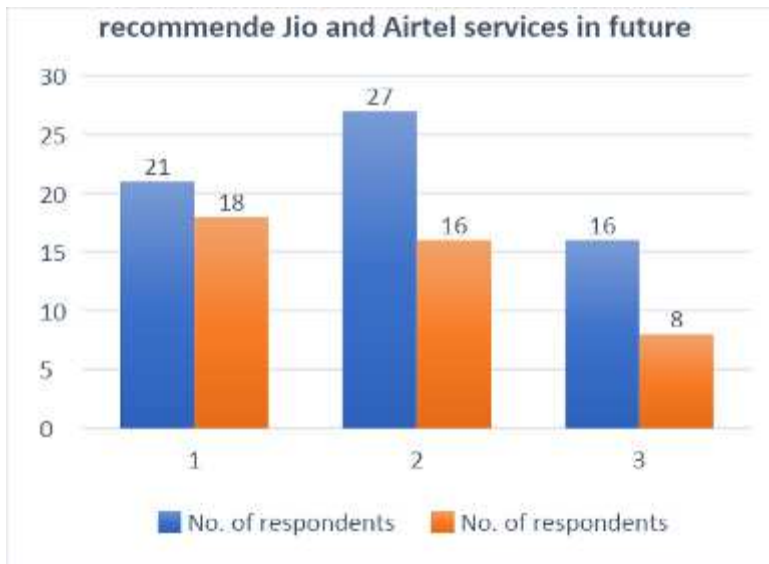
Therefore most of the respondents are saying they don't changing this services.

showing the do you recommend JIO and AIRTEL services to others:

S. NO	Attributes	No. of respondents		Percentage	
		JIO	AIRTEL	JIO	AIRTEL
1	Always	21	18	32.82%	39.43%
2	Likely	27	16	42.10%	40.21%
3	Most likely	16	8	25%	21%
Total		106 64	106 42	100%	100%

SOURCE: Primary data collected from the respondents.

Interpretation:



The table shows that out of 106 respondents, Among 64 Jio respondents, 32.8% always, 42.1% likely, 25% most likely.

Among 42 Airtel respondents, 39.4% always, 40.2% likely, 21% most likely.

Therefore most of the respondents are recommend Jio and Airtel services likely.

FINDINGS:

1. The data from the survey shows that most of the respondents are 52.8% males.
2. Most of the respondents are 70.7% 15-25 years.
3. Most of the respondents are 56.6% students.
4. Most of the respondents are 54.7% below 100000 income.
5. Most of the respondents are using 62.6% Reliance Jio services.
6. Most of the respondents first time users 73.8%

7. Most of the respondents are neutral with customer care service.
8. Most of the respondents are highly satisfied with the Jio services.
9. Most of the respondents are know about Jio with advertisement.
10. Most of the respondents are saying they don't changing Jio services in future.
11. Most of the respondents are recommend Jio services always to others.

Reliance Jio services.

1. Most of the respondents are using Jio 85.7% prepaid services.
2. Most of the respondents are using Jio Rs.200-Rs.300 monthly recharge expenditure.
3. Most of the respondents are feel about tariff is neutral.
4. Most of the respondents are feel about signal coverage is neutral.
5. Most of the respondents are satisfied with data plan.
6. Most of the respondents are satisfied with data speed.

SUGGESTIONS:

1. Try to improve network facilities. No network coverage on border areas and high altitude areas so provide more network connections.
2. Reduce the monthly unlimited recharge plans and improve the signal system.
3. The reliance Jio sim users are expecting high speed. So, Increasing the network speed to great extent. It would be better.
4. Spread out awareness about Jio in deep routed rural areas.
5. Remove the problem of calling congestion and call drop.

Conclusion:

Reliance Jio has become a very successful brand in India and providing customer satisfaction is their main objective. It provides unlimited free calling and data services and SMS. Reliance Jio's free introducing offer created lot of radical and

unexpected changes in customer's behaviour and competitor's strategies.

Most of the respondents are having good awareness level towards the tariff, data speed, data plan, signal coverage, customer care, are the influencing factors in making the purchase decision.

