A Comparative Study on Customer Preference Towards Tariff Plans on Airtel And Jio in Coimbatore City

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I. INTRODUCTION

In present time life appears to be more and more dependent on the need of complete 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 complete services, communications equipment, processing systems and products, and foreign complete services. The global telecommunications market is repeatedly changing on account of the ongoing innovations and developments taking the position again and again rapidly. 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: affordable services, new services such as e-agriculture and education, and requirement of high-speed internet. On the contrary, the tremendous charges of value-added services may restrain the development of the market.

1.2 OBJECTIVES

- A Comparative study towards tariff plans on airtel and jio in Coimbatore city.
- To find the customer satisfaction towards jio and airtel services in Coimbatore.
- To find out the most preffered telecom services in Coimbatore.

1.3 SCOPE OF THE STUDY

- It would help us to know about which one is better (jio or airtel) according to the customer
- To identify the customer satisfaction towards the services rendered by both airtel and jio
- To access the customer satisfaction towards signal coverage,date plan,value added services,payment option of jio and airtel.
- It would help us to know about how many customers are loyal to their brands
- It would help us to know about the reasons regarding non preference

1.4 RESEARCH METHODOLOY

Introduction

Research methodology adopted for the study is introduced in chapter. Methodology is a way to systematically solve a research problem. It explains the various steps that are generally adopted by a researcher to solve a research problem.

Definition of Research

According to Advanced Leaner's, "A careful investigation or inquiry especially through search for factors in any branch of knowledge". According to D. Salinger and M. Stephenson, "The manipulation of things concepts on symbols for the purpose of generalizing to extend".

Sampling Design

The method of data collection is through sample survey, convenience,Meaning include sampling is used in this survey.

MEANINGOF SAMPLE DESIGN

A sample design is the framework, or road map, that serves as the basis for the selection of a survey sample and affects many other important aspects of a survey as well. In a broad context, survey researchers are interested in obtaining

some type of information through a survey for some population, or universe, of interest. One must define a sampling frame that represents the population of interest, from which a sample is to be drawn.

Sample Selection

For the purpose of the research, convenient sampling method has been used in selecting the respondents in Coimbatore. 121 respondents residing in the Coimbatore who were possessing was identified and they were selected as the sample for the study.

MEANING OF SAMPLE SIZE

Sample size measures the number of individual samples measured or observations used in a survey or experiment. The size of the sample is 121

Area of the Study

The sampling units are the customer using jio and airtel in Coimbatore.

METHODS OF DATA COLLECTION

Sources of Data:

Data are collected through both primary and secondary data sources.

Primary Data:

A primary data is a data, which is collected afresh and for the first time, and thus happen to be original in character. The primary data with the help of questionnaire were collected from various investors

Secondary Data:

Secondary data consist of information that already exists somewhere, have been collected. Secondary data is collected from company websites, other websites

STATISTICAL TOOL

Tool used:

SIMPLE PERCENTAGE

In this project percentage method test was used. The method test was used to know the accurate percentage of the data we took, it is easy to graph out through the percentages.

Formula

Percentage = $\dfrac{NOOFRESPONESE}{TOTALNO.OFRESPONES} * 1OO$

LIMITATION OF THE STUDY

- The study is conducted on airtel and jio Network users located at Coimbatore city with 121 respondents.
- The opinion of respondent may be bias.

II. MOBILE NETWORKS

2.1 MOBILE NETWORKS:

A cellular network or mobile network is a communication network but many people believe that when you say mobile network. In actuality a mobile network and a wireless network are two different types of networks. A mobile network can be defined as a communication network that is spread out over an immense land area around the world, connected wirelessly by transceivers at fixed locations that are known as cell sites or base stations.

2.2 AIRTEL NETWORK:

Party Airtel limited, also known as airtel, is an Indian global telecommunications service company based in Delhi, India. It operates in 18 countries and channel islands throughout south Asia and Africa. Airtel offers GSM,3G,4GLTE,4G+mobile services, fixed line broadband and voice services, depending on the country in which it operates Airtel developed its VOLTE technology in all Indian telecom circles. It is India's third largest mobile network operator and the world's second largest mobile network operator with over 411.42 million subscribers airtel was named India's 2 most valuable brand in the first brands rankings by millward brown. Airtel is credited with pioneering a business strategy for outsourcing all business activities except marketing, sales and finance, and to create a minutes factory model at low cost and high volume. This strategy has been adopted by many operators. Airtel's equipment is supplied and maintained by Ericsson, Huawei and Nokia networks, while it support is provided by AMTAX Transmission towers are maintained by Bharti's subsidiaries including Bharti Infra-dell and Sindh towers in India. For the

first time Eriksson agreed to pay per minute for installing and maintaining their devices which allowed Airtel to offer lower call rates at Rs 1 per min.

2.3 COMPANY PROFILE

AIRTEL

Bharti Airtel Ltd is one of the world's leading providers of telecommunication services with presence in 19 countries including India & South Asia and Africa. The company is the largest wireless service provider in India, based on the number of customers. The company offers an integrated suite of telecom solutions to its enterprise customers, in addition to providing long distance connectivity both nationally and internationally. The Company also offers Digital TV and IPTV Services. All these services are rendered under a unified brand 'Airtel' either directly or through subsidiary companies.

Mission

Hunger to win customer for life

Vision

Our vision is to enrich the lives of our customers.our obsession is to win customers for life through an exceptional experience.

Strengths Of Airtel

- **Advertising:** Celebrity brand ambassadors have boosted the brand to a great extent. Airtel also has high brand visibility in forms of social media ads, television ads, and others such as banners, etc.

- **Customer Base:** Airtel is one of the most popular cellular service providers in India with more than 352 million subscribers. As of 2019, Airtel had 403 million users worldwide. Airtel also has an international submarine cable system connecting India to Singapore. Airtel also has a strong customer base in countries like Srilanka, Bangladesh, and Africa

- **Extensive infrastructure:** From its partnership with Idea and Vodafone To building the Indus, Tower Airtel has extended its infrastructure all over the country which is helping it in gaining new customers

- **Other Services:** Airtel also provides users with services like Data and Application Based Services, Data Center based services, Cloud-Based Services, and Digital Media services

- **Unique marketing:** Airtel as a company invests highly in marketing strategies and tries to develop creative marketing campaigns to grab the attention of consumers. The company has several other creative marketing campaigns which have left an impression on the market. They are huge in the social media marketing space and this has won them many customers. If you wish to learn social media to stay relevant as well, head on over to IIDE's Social Media Management Course

Weaknesses Of Airtel

- **Outsourcing Operations:** Outsourcing operations has helped Airtel in reducing its prices. This causes the risk of the company having to be dependent on some other companies which may affect its operations

- **African operations:** Airtel had bought Zain's African Business back in 2013 at a huge price of approximately 9 billion dollars, but airtel is yet to announce any profits from that investment

- **.High Debt**: Airtel has been under huge debt. This is because their acquisitions have been turning out to be bad investments and also high credit and low margins.

JIO

Reliance Jio Infocomm Limited, d/b/a Jio, is an Indian telecommunications company and wholly owned subsidiary of Reliance Industries, headquartered in Mumbai, Maharashtra, India. In September 2019, Jio launched a fiber to the home service, offering home broadband, television, and telephone services. Jio is not just a telecom network, it is an entrie ecosystem that allows Indians to live the digital life to the fullest. This ecosystem networks,useful applications, best-in-class services and smart devices distriuted to every doorstep in india.

HISTORYOF JIO

June 2010, Reliance Industries (RIL) bought a 96% stake in Infotel Broadband Services Limited (IBSL) for 53 crore (US$670 million). Although uniisted, IBSI was the only company that won broadband spectrum alt 22 circles in Indin in the 4G auction that took place earlier that year later continuing as RIL's telecom diary, Broadband Services Limited was renamed as Reliance Jio Infocomm Limited (RL) in January 2013.In 2015, Jio announced that it would start its operations all over the country by the end of 2015. However, months later in October, the company's spokesmen sent out a press release stating that the launch was poned to the first

quarter of the financial year 2016-2017in July, a PII, filed in the Supreme Court by an NGO called the Centre for Public Interest 1 itigation gh Prashant Bhushan, challenged the grant of pan-India licence to Jio by the Government of India. The also alleged that Jio was allowed to provide voice telephony along with its 4G data service, by paying an onal fees of just *165.8 crore (US$23 million) which was arbitrary and unreasonable, and contributed to a of 2.284.2 crore (US$320 million) to the exchequer.amed that the rules for 3G and BWA spectrum didn't restrict BWA winners from providing voice Indian Department of Telecom (DoT), however, all of CAG's In its statement, DoT my. As a result, the PIL. was revoked, and the accusations were dismissed

Mission

Reliance jio promises to shape the future of india by providing end-to-end digital solutions for businesses,institutions and households and seamlessly bridging the rural-urban divide

Vision

Reliances vision for india is that broadband and digital services will no longer be a luxury item.rather, reliance envisions an india where these are basic necessities to be consumers and small businesses alike,as much in far-flung villages as in our largest cities.the initiatives are truly aligned with the government of india's digital india vision for our nation,

Strongth of jio

- **Strongest Customer Acquisition strategy –** Reliance Jio probably has the best customer acquisition strategy till date. The brand offered their services for free for 3-6 months to all their users. This resulted in millions of users using Reliance Jio and resulted in one of the best customer acquisition strategy in the history of telecom.
- **Strong customer base** – Jio boasts of a whopping 100 million subscribers in the first 170 days of its launch a record which no other provider has been able to register. This has also made Reliance Jio India's largest Internet Service Provider.
- **Technology –** Jio currently uses the latest 4 G LTE technology which is one of the world's best technologies for the future. This is supported by Voice over LTE which makes it scalable and supportive of 5G and 6 G technologies which are expected to be the future in wireless communication.
- **Strong backing of parent company Reliance Industries**: Reliance Industries is a credible brand which

echoes with Indian sentiments and has high trust amongst customers. The association of Jio with Reliance acts as a core strength.

- **Brand Management –** The reason for the huge customer base of Reliance Jio is the brand management strategies that it has adopted. The right promotion backed by lucrative offers and credible brand ambassadors like ShahRukh Khan and Amitabh Bachchan have helped in building connectivity with the customers.
- **Fast and wide network –** Reliance Jio has a presence in all 22 telecom circles in India and is known to be a robust and fast network with zero connectivity issues.
- **Multiple offerings under a single name –** Reliance Jio offers a variety of services like movies, games, shopping, chats, and messenger etc. giving the customer a lot of options to choose from.

Weaknesses of jio

- **Late entry into the market:** Reliance Jio has made a late foray into the market which already had established players like Airtel and Vodafone who had occupied a place in the minds of the customer.
- **Activation Issues –** Reliance Jio faced numerous gestation issues owing to not being able to contain the huge volumes of customers it had acquired. On such was delays in SIM Card activation during the period that followed its launch.