

Analysis on Jio And Airtel Services Among Public In Coimbatore City

Adithya S K¹, Dr. P. Pavithra²

^{1,2}Dept of Commerce

^{1,2}Sri Krishna Adithya College Of Arts And Science, Coimbatore.

Abstract- This research paper is all about the analysis of jio and airtel. This paper shows the differences and various features of both network service providers such as jio and airtel. With the emergence of India as one of the largest mobile markets globally and its rapid transition with accelerated migration to 5G services and smart phones have transformed the dynamics of Indian mobile market completely. The service providers in India are now finding new ways to differentiate their services rather than under cutting each other. Major telecom brands in India include Airtel, BSNL, Reliance Communications and Vodafone Idea. The service operators are now focused on growing their 5G subscriber bases by building up coverage and capacity. It comprises 140 respondents from Coimbatore City Spread across various sociodemographic profiles. Primary data are first-hand information and are those collected freshly and for the first time and happen to be original in character. It is collected through the questionnaire. It would help us to know about which one is better (Jio or Airtel) according to the customer.

Keywords- Network services, Jio, Airtel, Broadband, 3G, 4G, 5G, Digital revolution, Customer Value, Ownership Mindset, Respect, Integrity, One Team, Excellence, Mukesh Ambani.

I. INTRODUCTION

The telecommunication is the biggest factor in influencing the speed of life in the modern age. Today we can get connection with any corner of world through the push button of computer, with the small mobile phone we can sent not only the messages but also a secret document. As we know that there is a positive view behind any mention that it should be helpful in the development of society. But humans have diverted mentality some of them of positive view and some of them of negative view. Where use any invention for the welfare of society but some uses for the satisfaction their disturbed mentality and to earn more and more money whether it may be harmful for the society. They infringe the norms of society and their behavior is condemned as antisocial, immoral, and sinful. The main factor on which the success of a service provider depend upon is the satisfaction of their customers. Customer satisfaction is the backbone of any service industry. It is the customers that can bring prosperity

and success to an organization. So, it is necessary to satisfy the myriad needs of the customers.

STATEMENT OF THE PROBLEM

- Among the telecommunication networks, Airtel and Jio are the leading service providers in the current market scenario. comprehensive
- Airtel is one of the largest and leading units providing range of telecom services in India. It was the first Indian telecom company to offer 5G services on mobile phones.
- Jio is the fastest ramp-up by any mobile 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 shifted to the new service provider. Airtel has been recently introducing exciting offers to attract new customers.
- In this context, a study is undertaken to measure the preference of customers of Airtel and Jio and its effect on the level of customer satisfaction.

OBJECTIVES OF THE STUDY

- To analyses the perception of customers of Reliance Jio and Airtel mobile services.
- To compare the level of customer satisfaction towards the usage of Airtel and Jio mobile services.
- To study the impact of factors including marketing strategies, pricing strategies and value-added services on customer satisfaction of Jio and Airtel users.
- To find out the most preferred Telecom service among Reliance and Jio.

LIMITATIONS OF THE STUDY

- The study is limited only in Coimbatore district.
- There was a constraint in forming the right range of questions to understand the satisfaction as consumer behavior is always changing.
- Time is the next limitation: the project had a limited scope of time to be worked on

II. REVIEW OF LITERATURE

Singh, 2022) interviewed 200 reliance Jio users in Ghaziabad, to classify the Consumer Attitude towards Reliance Jio in India. Finding of the study shows that out of 200 sample sizes of customers, 168 customers are satisfied with Reliance Jio services and 32 customers are dissatisfied. The research concludes on the growing customer satisfaction towards reliance Jio and the study had also identified the factors which are responsible for customer satisfaction towards reliance Jio.

Goyal K, Kar A.K(2020): For this study 4 lakh tweets were collected from Twitter by using popular hashtags 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 modelling and sentiment mining were done on these 4 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.

Nurysh N, Naghavi N, Fah B.C.Y(2019): This study was an acknowledgement to the request by previous researchers on the need to examine the important factors such as perceived value and service quality that can directly affect the customer satisfaction in Malaysian mobile phone operators. The moderating effect of attractiveness of alternatives has been also tested between variables. Therefore, the empirical findings, which are based on quantitative research and further multiple regression analysis, shows that both perceived value and service quality has positive relationship towards customer satisfaction. But it was found that the interaction of both variables with attractiveness of alternatives has no effect to improve or enhance the satisfaction.

AnithaRajathiD.V.M, MS (2018): This study helped to improve the SERVQUAL model as the foremost framework for investigating service quality and the relationships among customer satisfaction and service quality variables. The results exposed that all the service quality items were decent forecasters of customer satisfaction. For managers, this finding has significant implications with concern to brand building strategies.

(Kumar & Moorthy, 2017) has done their research on customer satisfaction towards Airtel with special reference to Dharmapuri [District]. The sample size of this research was 100 Airtel prepaid users. The research conclude that the service provided by Airtel Prepaid mobile User is at satisfactory level to the respondent's but most of the

respondents are not satisfied with the features of the phone. Airtel Prepaid mobile User should focus on the promotional measures as equal to the private service providers to enhance their service activity to satisfy their customers.

III. OVERVIEW OF THE STUDY

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.

About telecommunication: 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.

Participants in Indian telecom industry:

Bharti Airtel
Vodafone Idea
Reliance Jio
BSNL

BHARTI AIRTEL LIMITED

Bharti Airtel Limited is a leading global telecommunications company with operations in 18 countries across Asia and Africa. Headquartered in New Delhi, India, the company ranks amongst the top 3 mobile service providers globally in terms of subscribers. In India, the company's product offerings include 2G, 3G, 5G and 5G wireless services, mobile commerce, fixed line services, high speed home broadband, DTH, enterprise services including national & international long-distance services. In the rest of the geographies, it offers 2G, 3G, 5G, 5G wireless services and mobile commerce. Bharti Airtel had over 423 million customers across its operations at the end of March 2020.

Vision:

To enrich lives of customers and to win new customers for life through an exceptional experience

RELIANCE JIO

Reliance Jio Infocom Limited, Jio, is an Indian telecommunications company and a subsidiary of Jio Platforms, headquartered in Mumbai, Maharashtra, India. It

operates a national LTE network with coverage across all 22 telecom circles. It does not offer 2G or 3G service, and instead uses only voice over LTE to provide voice service on its 5G network. Jio soft launched on 27 December 2015 with a beta for partners and employees, and became publicly available on 5 September 2023. As of 31 December 2019, it became the largest mobile network operator in India and the world. In September 2019, Jio launched a fiber to the home service, offering home broadband, television, and telephone services. Since April 2020, Reliance Industries has raised Rs.152,056 crores by selling 32.97% equity stake in Jio Platforms.

Vision:

Jio's vision is to transform India with the power of digital revolution-to connect everyone and everything, everywhere-always at the highest quality and most affordable price.

IV. CONCLUSION

Today, there are a number of mobile service providers in the market that offer various service plans targeting every section of the society and each and every walk of human life. But the preference of customers towards certain aspects makes a company successful compared to its competitive counterparts. The Indian market scenario is a price sensitive scenario with an attitude of 'more for less'. The same is the strategy used by the Indian telecom companies to attract new customers and also to compete with one another.

Both Airtel and Jio are leading Indian companies that provides the very need of their customers by introducing innovative plans and better offers. The study conducted reveals that Jio has a slightly better performance and preference rate compared to Airtel. The competition between both Airtel and Jio have led to a benchmark standard performance of both companies. Not only does these 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.

REFERENCES

- [1] Rahman M H (2014): A case study on factors affecting customer satisfaction in mobile industry in Bangladesh; Journal of Business, Management and Education
- [2] Diaw B, As are G (2018): European Journal of Research and Reflection in Management Sciences
- [3] Nurysh N, Naghavi N, Fah B C Y (2019): International Journal of Recent Technology and Engineering

- [4] Hoa T K, Ngog L T B (2020): Journal of Economics and Business
- [5] Administration-HCMCOUJS
- [6] Dr.V.MAnithaRajathi, Siva M (2018): A case study on service quality and customer satisfaction in Bharti Airtel at Tirichirappalli region; International Journal of Trend in Scientific Research and Development, Volume 2-Issue 3