# A COMPARATIVE STUDY ON CUSTOMER SATISFACTION TOWARDS JIO&AIRTEL WITH REFERENCE TO COIMBATORE CITY

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## ABSTRACT

*Customer satisfaction is the degree of satisfaction provided by the goods or services of a company as measured by the number of repeat customers. The main objective of the study is to compare the services rendered by Airtel and Jio Descriptive research is followed in this research. The population includes the respondents who are the users of both Airtel and Jio services, located at coimbatore city. The samples (i.e. sample size 50) were selected among the users of both Airtel and Jio located at Coimbatore city for this research. The major findings of the study, satisfaction level of customers are average with respect to tariff, service coverage, data plan, compatibility and other factors ranging from 3.00 to 3.65. From the research, it is concluded that the demographic variables such as age group, gender and occupation are having no impact on the factors of customers' satisfaction. The research outcome also indicates that, most of the customers were satisfied towards Airtel and Jio with respect to the chosen factors.*

**KEYWORDS :***Airtel, Comparative study, Customer satisfaction, Mobile connection, Jio.*
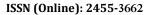
## I.INTRODUCTION

Customer satisfaction is the degree of satisfaction provided by the goods or services of a company as measured by the number of repeat customers. Customer satisfaction survey is a process of discovering whether or not a company's customers are happy or satisfied with the products or services received from the company. It may be conducted face to face, over the phone, via email or internet, or on handwritten forms. Customer answers to questions are then used to analyze whether or not changes need to be made in business operations to increase overall satisfaction of customers. It is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals. In a competitive marketplace where businesses compete for customers,customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. The purpose of this study is to compare customer satisfaction towards Airtel and Jio services. More specifically, the focus is on examining the grouped impact of the factors on customer satisfaction.

## II. COMPANY PROFILE

**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.

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 entire ecosystem that allows Indians to live the digital life to the fullest. This ecosystem consists of powerful broadband networks, useful applications, best-in-class services and smart devices distributed to every doorstep in India.

## III.     REVIEW OF LITERATURE

Debarun Chakraborty (2013), in his article determined the customer satisfaction &expectation towards a telecommunication company in West Midnapore which is a district of West Bengal. A descriptive study was conducted to achieve the objectives. In total 250 respondents filled a well-structured questionnaire having a list of statements pertaining to products, services & facilities provided by the service provider. Results reveal that the dimensions which influence the satisfaction level of customer's are: Core services (like good coverage, good connectivity and network quality) and call rate. Further results show that there is a significant relation between the brand name and the preference of customers. Hence, it has been recommended that telecom companies should focus on connectivity, call rate, coverage and network quality.

Kavitha et al (2013), in their article titled "A study on Customer satisfaction towards Vodafone sim card special reference in Madurai city" determined the consumer satisfaction on Vodafone service providers' services in Madurai district and to find out the consumers mentality towards using the services. The research type used in this study is descriptive research. Data were collected by survey method through structured questionnaire with both opened and closed ended questions. For distribution of questionnaire to the consumer convenience sampling method was used to select the customers and the survey was taken among those selected users. After collecting the data from the respondents it was analyzed using Simple Percentage and Chi-Square Tests method used for analyzing the collected data.

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telecom companies should focus on connectivity, call rate, coverage and network quality.

## IV.OBJECTIVE OF THE STUDY
### PRIMARY OBJECTIVE
▪ To find out the customer satisfaction towards Airtel and Jio services at Coimbatore city

### SECONDARY OBJECTIVES
o To assess the association between demographic variables and factors of customer satisfaction.
o To identify the customer satisfaction towards the services rendered by both Airtel and Jio.
o To access the customer satisfaction towards signal coverage, data plan, value added services, payment options of Jio and Airtel.

## V. LIMITATIONS OF THE STUDY
▪The study is conducted on Airtel and Jio located at Coimbatore city with 50 respondents.
▪The respondents' response may have the bias, which may not give true picture about the chosen research topic.
▪ The sampling unit chosen is Airtel and Jio stores located in Coimbatore city , the survey result may vary in other locations, based on the kind of services provided at other stores.

## VI. RESEARCH METHODOLOGY

Descriptive research is followed in this research. The universe of the population includes the respondents who are the customers of Jio and Airtel, located at Coimbatore city. The samples (i.e. sample size 50) were selected among the customers of Airtel and Jio, located at Coimbatore city for this research. The samples were chosen from the population, by using Convenience sampling technique (i.e. Non-probability sampling technique), because the exact population size is unknown and the accessibility of the customer is difficult. Survey method of data collection was used in this research. The primary data were collected using structured questionnaire.

## VII. DATA ANALYSIS AND INTERPRETATION

### 1. Frequency Analysis

Percentage analysis is one of the descriptive statistical measures used to describe the characteristics of the sample or population in totality. Percentage analysis involves computing measures of variables selected of the study and its finding will give easy interpretation for the reader.

**Table 1 Frequency Table – Classification of respondents -Age, Gender and Occupation**

| S.no | Particulars | Frequency | Percentage |
|------|-------------|-----------|------------|
| **1.** | **Age** | | |
| | 18-25 years | 32 | 64 |
| | 25-35 years | 10 | 20 |
| | 35-45 years | 4 | 8 |
| | Above 45 years | 4 | 8 |
| **2.** | **Gender** | | |
| | Male | 35 | 70 |
| | Female | 15 | 30 |
| **3.** | **Occupation** | | |
| | Executive/Managerial | 3 | 6 |
| | Professional (Doctor, Lawyer etc.) | 8 | 16 |
| | Student | 29 | 58 |
| | Others | 10 | 20 |
| | | | |

*(Source: Primary Data)*

### INFERENCE

From the above table 1, it is inferred that majority (64%) of the respondents who fall between the age of 18-25 are the customers of Airtel and Jio. Majority (70%)of the respondents are male. Majority (58%) of the respondents belongs to the student category.

**Table 2:Cross tabulation about Airtel and Jio connection**

| S.No | Particulars | Airtel | Jio | Total |
|---|---|---|---|---|
| 1 | **For how long have you been using these services?** | | | |
| | less than 6 months | 1 | 1 | 2 |
| | 6 months - 1 year | 10 | 6 | 16 |
| | more than 1 year | 14 | 18 | 32 |
| 2 | **What is your monthly expenditure in terms of mobile usage?** | | | |
| | less than Rs.200 | 6 | 3 | 9 |
| | Rs.200 - Rs.500 | 11 | 9 | 20 |
| | Rs.500 - Rs.1000 | 8 | 13 | 21 |
| | Above Rs.1000 | 0 | 0 | 0 |
| 3 | **How do you rate your services provider in terms of connectivity and area of network coverage?** | | | |
| | Good | 24 | 23 | 47 |
| | Bad | 1 | 2 | 3 |
| 4 | **Does your Service Provider have any hidden costs incorporated in the plan you are using?** | | | |
| | Yes | 16 | 16 | 32 |
| | No | 9 | 9 | 18 |
| 5 | **Will you recommend Jio or Airtel to others?** | | | |
| | Yes | 22 | 22 | 44 |
| | No | 3 | 3 | 6 |
| 6 | **What services of Airtel and Jio you are using?** | | | |
| | 3G | 9 | 6 | 15 |
| | 4G | 16 | 18 | 24 |
| | Value added | 0 | 1 | 1 |

## INFERENCE

From the above table 2, regarding the basic details of Airtel and Jio, it is clear that most of the customers in both the companies are using it since 1 year (14 and 18 respectively), the monthly expenditure in Airtel is between 200-500 (11) and Jio is 500-100 (18), also most of them are rating it good (24 in Jio and 23 in Airtel). Both have equally responded by saying that there is hidden cost (16), most of them in both the services are using 4Gservices more (16 and 18 respectively) and most of them equally for both companies are recommending it to others.

## 2. Mean and standard Deviation

**Table 3. Mean and Standard - Factors of customer satisfaction**

| S. No | Particulars | N | Mean | Std. Deviation |
|-------|-------------|-----|------|----------------|
| 1. | Tariff | 50 | 3.22 | 0.582 |
| 2. | Signal coverage | 50 | 3.65 | 0.663 |
| 3. | Data plan | 50 | 3.30 | 0.839 |
| 4. | Customer care | 50 | 3.36 | 0.851 |
| 5. | Recharge shop/Bill payment option | 50 | 3.56 | 0.837 |
| 6. | Value added services | 50 | 3.14 | 0.756 |
| 7. | IVR Service | 50 | 3.00 | 0.808 |
| 8. | Application compatibility | 50 | 3.24 | 0.771 |

*(Source: Primary Data)*

### INFERENCE

From the table 3, all the respondents are almost equally satisfied towards the services provided by the company. But signal coverage with a mean of 3.65 and bill payment option with 3.56 is most satisfied among them.

## 2. INDEPENDENT SAMPLE T-TEST
## HYPOTHESIS 1
**Null Hypothesis:**

There is no significant difference between male and female respondents with respect to the factors of customer satisfaction of Airtel and Jio

**Table 4: T-test for significant difference between male and female respondents with respect to the factors of customer satisfaction towards Airtel and Jio**

| S.No | Particulars | Gender | Mean | Std. Deviation | t value | p value |
|------|-------------|--------|------|----------------|---------|---------|
| 1. | Tariff | Male | 3.26 | 0.601 | 0.932 | 0.356 |
|  |  | Female | 3.08 | 0.515 |  |  |
| 2. | Signal coverage | Male | 3.59 | 0.599 | 1.086 | 0.283 |
|  |  | Female | 3.83 | 0.835 |  |  |
| 3. | Data plan | Male | 3.26 | 0.891 | 0.549 | 0.586 |
|  |  | Female | 3.42 | 0.669 |  |  |
| 4. | Customer care | Male | 3.42 | 0.826 | 0.901 | 0.372 |
|  |  | Female | 3.17 | 0.937 |  |  |
| 5. | Recharge shop/Bill payment option | Male | 3.58 | 0.858 | 0.282 | 0.779 |
|  |  | Female | 3.50 | 0.798 |  |  |
| 6. | Value addedservices | Male | 3.18 | 0.766 | 0.732 | 0.468 |
|  |  | Female | 3.00 | 0.739 |  |  |
| 7. | IVR service | Male | 3.03 | 0.822 | 0.406 | 0.686 |
|  |  | Female | 2.92 | 0.793 |  |  |
| 8. | Application compatibility | Male | 3.18 | 0.801 | 0.909 | 0.368 |
|  |  | Female | 3.42 | 0.669 |  |  |

(*Source: Primary Data)*

### INFERENCE

From the above table 4, it is inferred that all the satisfaction features are similar in the situation. Still data plan, signal, compatibility and all others are showing better satisfaction level. Also the p values are above 0.05, so the null hypothesis is accepted and alternative hypothesis is rejected. Hence it is concluded that there is no significant difference between male and female respondents with respect to the factors of customer satisfaction of Airtel and Jio

### CHI-SQUARE TEST HYPOTHESIS 2

There is no association between type of plan and overall satisfaction towards services.

**Table 5: Chi-Square test for association between age and overall satisfaction towards Airtel and Jio**

| Services | | Highly Dissatisfied | Dissatisfied | Neutral | Satisfied | Highly satisfied | Chi-square value | p value |
|---|---|---|---|---|---|---|---|---|
| Tariff | Prepaid | 0 | 3 | 23 | 11 | 1 | 4.178 | 0.243 |
| | Post paid | 0 | 0 | 11 | 1 | 0 | | |
| SignalCoverage | Prepaid | 0 | 2 | 10 | 23 | 2 | 0.819 | 0.845 |
| | Post paid | 0 | 1 | 3 | 8 | 0 | | |
| Data plan | Prepaid | 1 | 5 | 12 | 19 | 1 | 2.255 | 0.689 |
| | Post paid | 0 | 3 | 5 | 4 | 0 | | |
| Customer care | Prepaid | 1 | 4 | 16 | 15 | 2 | 0.837 | 0.933 |
| | Post paid | 0 | 2 | 5 | 4 | 1 | | |
| Recharge shop | Prepaid | 0 | 2 | 13 | 17 | 6 | 3.538 | 0.316 |
| | Post paid | 0 | 2 | 5 | 5 | 0 | | |
| Value added service | Prepaid | 1 | 6 | 20 | 10 | 1 | 1.209 | 0.877 |
| | Post paid | 0 | 1 | 7 | 4 | 0 | | |
| IVR service | Prepaid | 0 | 11 | 16 | 10 | 1 | 0.710 | 0.871 |
| | Post paid | 0 | 4 | 4 | 4 | 0 | | |
| Application compatibility | Prepaid | 0 | 9 | 12 | 17 | 0 | 1.954 | 0.376 |
| | Post paid | 0 | 1 | 6 | 5 | 0 | | |

*(Source: Primary Data)*

## INFERENCE

Since p value of all the satisfaction factors are greater than 0.050 in which null hypothesis is accepted and alternative hypothesis is rejected at 5% level of significance. Hence it is concluded that there is no association between type of plan and level of satisfaction on quality of services.

## HYPOTHESIS 3

Null Hypothesis: There is no association between plan and type of mobile connection.

**Table 6 Chi- Square test for plan and feel about call tariff.**

| S No. | Feel about call tariff | Which type of services do you use? | | Chi-square value | p value |
|---|---|---|---|---|---|
| | | Prepaid | Post-paid | | |
| 1 | Very Economical | 3 | 0 | | |
| 2 | Cheap | 2 | 0 | | |
| 3 | Normal | 29 | 10 | 1.923 | 0.589 |
| 4 | Expensive | 4 | 2 | | |
| Total | | 38 | 12 | | |

*(Source: Primary Data)*

### INFERENCE

From the table 6, since p value is more than 0.05, the null hypothesis is accepted, and alternative hypothesis is accepted at 5% level of significance. Hence it is concluded that there is no association between plan and call tariff.

### HYPOTHESIS 4

Null Hypothesis: There is no association between STD and ISD plan and type of mobile connection.

**Table 7. Chi- Square test for STD and ISD related to plan and feel about call tariff.**

| S No. | STD and ISD rate related to plan | Which type of services do you use? | | Chi-square value | p value |
|---|---|---|---|---|---|
| | | Prepaid | Post paid | | |
| 1 | Very economical | 2 | 0 | | |
| 2 | Cheap | 2 | 0 | | |
| 3 | Normal | 17 | 5 | 2.649 | 0.618 |
| 4 | Expensive | 13 | 4 | | |
| 5 | Very expensive | 4 | 3 | | |
| Total | | 38 | 12 | | |

(Source: Primary Data)

### INFERENCE

From the table 7, since p value is more than 0.05, the null hypothesis is accepted, and alternative hypothesis is accepted at 5% level of significance. Hence it is concluded that there is no significant association between STD and ISD plan and type of mobile connection.

### VIII.DISCUSSIONS

▢ There is no significant difference between male and female respondents with respect to the factors of customer satisfaction of Airtel and Jio like tariff, service coverage, data plan, compatibility and several other services.

▢ There is association between type of plan and level of satisfaction on quality of services like tariff, service coverage, data plan, compatibility and several other services.

▢ From the mean and std. deviation, it is inferred that the satisfaction level of customers are average with respect to tariff, service coverage, data plan, compatibility and other factors ranging from 3.00 to 3.65

▢ There is no significant association between plan and call tariff.

▢ There is no significant association between STD and ISD plan and call tariff.

### IX. IMPLICATIONS

▢ The services available in Airtel and Jio is comparatively normal to each other. It is recommended to provide better customer care and value added services so that customers will get more attracted towards the schemes.

▢ Airtel should concentrate on bandwidth issues since it is getting more network issues and Jio is comparatively clear in such cases and require less view on technical part.

▢ The types of plan those company's having real well relation each other and since should concentrate on continuing with providing similar kind of plans.

### CONCLUSION

Through the research paper entitled, "A Comparative study on Customer satisfaction of Airtel and Jio with reference to Coimbatore city",

it is concluded that the variables such as age group, gender etc .are having less impact on the factors of customers satisfaction. The research outcome also indicates that, most of the customers were satisfied towards Airtel and Jio with respect to the chosen factors. This study also indicates that the customers' satisfaction is comparatively slight advanced with in Jio than Airtel.

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