



## **A COMPARATIVE STUDY ON CUSTOMER SATISFACTION BETWEEN JIO AND BSNL SERVICE PROVIDER WITH REFERENCE TO AVINASHI**

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### **ABSTRACT**

*Reliance Jio Infocomm Limited, doing business as 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 4G network. India and the third largest mobile network operator in the world with over 41.08 crore (410.8 million) subscribers.*

*Bharat Sanchar Nigam Limited d/b/a BSNL is an Indian government enterprise and a telecommunications service provider headquartered in New Delhi, India. It is under the ownership of Department of Telecommunications, Ministry of Communications, Government of India. It was incorporated on 1st October 2000 by the Government of India. The core idea of this paper is to know about the awareness about green marketing among the general public or consumer. This paper has taken to the present study on customer satisfaction between Jio and Bsnl in Avinashi city.*

**KEY WORDS:** *Jio, Bsnl, Network, Service provided*

### **INTRODUCTION**

In the today's competitive world communication plays a very important role. communication have become an integral part of the growth, success and efficiency of any business. This is the technology that gives a person the power to communicate anytime, anywhere. Due to advancement in technology, now communication becomes easy and faster. India's telecom sector has shown massive upsurge in the recent years in all respects of industrial growth. From the status of state monopoly with very limited growth, it has grown in to the level of an industry. Telephone, whether fixed landline or mobile, is an essential necessity for the people of India.

This changing phase was possible with the economic development that followed the process of structuring the economy in the capitalistic pattern. The stupendous growth of the telecommunication companies in India over the last fifteen years can be attributed to the liberal government of India, economic policy. Study special

emphasis has been laid over the comparative analysis of telecom companies Jio and BSNL by using primary sources of data in Coimbatore city. For the completion of efficient research work, descriptive and exploratory research design has been used which further conclude that BSNL is having weak performance as compared to Reliance Jio. Trends of previous 5 years in Coimbatore division have shown that BSNL company has slowly deteriorated its position. Mobile service providers will be benefited from the research, the ways to improve their quality of service.

### **SCOPE OF THE STUDY**

- It would help us to know about which one is better (BSNL or Jio) according to the customer.
- Which company gives better service to their customers.
- 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 prefer service provider among BSNL and Jio.

### OBJECTIVES OF THE STUDY

- To know the customer perception, choice and preference among BSNL and Jio mobile service.
- To study mobile service is preferred most by the customers?
- Comparative measurement of customer satisfaction level for BSNL and Jio services available in avinashi area.
- To understand the main problems faced by the customer while using the mobile services.
- To know the level of Customer Loyalty regarding his service provider & he is a switcher who switches over time to time due to various reasons.

### LIMITATIONS OF THE STUDY

- Samples size is small and might not represent the whole population.
- The study is only within the Avinashi aera.
- Data today depend upon respondent's view, which could be bias in nature.
- Some of the respondent's hesitated to answer truly and frankly.
- The attitude of the customers is bound to change for time to time, the result of this study may not be universal.

### REVIEW OF LITERATURE

Jones T.O and Sasser W. E (2019)

Stated that “Achieving Customer Satisfaction is the Main Goal for Most Service Firms Today”. Increasing customer satisfaction has been shown to directly affect companies’ market share, which leads to improved profits, positive recommendation, lower marketing expenditures and greatly impact the corporate image and survival.

### Frequency Table Simple percentage

#### PREFERRED FEATURE

S.No	Source of awareness about Jio	Number of Respondents	Percentage (%)
1	Advertisement	19	13
2	Friends	33	22
3	Newspapers	54	36
4	Mouth publicity	44	29
	Total	150	100

**Bryant et al. (2019)**

Fonducted “crossing threshold” a study on 400 companies using the American Customer Satisfaction Index (ACSI) and demonstrated that there is significant relationship and consistent differences in the levels of satisfaction among demographic groups: Sex – positively related to satisfaction and female customers are more satisfied than the male customers. Female of all ages are more satisfied than the male. Women are more involved with the process of purchase and possibly use the mobile phone more for relational purposes (social network device) while men use it for functional purposes (businesses, sales, etc). Age – positively related to satisfaction but the relationship is not a straight line. Satisfaction increases with age. The major increase in satisfaction is seen within the age 55 and over. The higher the income has in lower the satisfaction level. Location (type of area) is also positively related to satisfaction.

**Palvia and Palvia (2018)<sup>5</sup>**

Found out that An examination of the IT Satisfaction of Small Business Users”, age is a significant determinant of satisfaction with information technology industry. In his research on customer satisfaction with airline services reported also that gender, occupation, education, and marital status have significant influence on customer satisfaction, while age and household income had no significant influence.

### Tools For Analysis

#### The tools used for analysis are

- Simple percentage analysis.
- Chi-square test
- Simple average
- Weighted average
- Rank analysis



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The above table shows that 13% of the respondents say advertisement, 22% of the respondents say friends, 36% of the respondents say newspapers and 29% of the respondents say Mouth publicity.

Majority 36% of the respondents are saying newspaper.

### OCCUPATIONAL STATUS?

S.No	Occupational status	Number of Respondents	Percentage (%)
1	Employed	71	47
2	Student	13	9
3	Professional	24	16
4	Business	42	28
	Total	150	100

It is observed from the above table that 9 % of the respondents are student, 16% of the respondents are professional, 28% of the respondent are business.

Majority 47% of the respondents are Employed.

### Simple Average

### IMPORTANT FACTOR?

S.No	Reason to prefer jio	Number of Respondents	Simple average
1	Attractive plans	55	0.36
2	Network coverage	32	0.21
3	Easy availability	44	0.29
4	Good customer support	19	0.12
	Total	150	0.98

It is observed from the above table that 0.21- of the respondents says network coverage, 0.29- of the respondents says easy availability, 0.12 – of the respondent says good customer support.

Majority 0.36- of the respondents says attractive plans.

### Rank Analysis

### RANK THE ATTRIBUTES THAT ATTRACT CUSTOMER TOWARDS MOBILE

FACTORS	8	7	6	5	4	3	2	1	TOTAL	RANK
Cheaper call rates	67	17	17	11	6	11	15	6	905	6
	536	119	102	55	24	33	30	6		
Network coverage	71	14	8	11	13	12	15	6	893	7
	568	98	48	55	52	36	30	6		
Network congestion/uptime	84	11	17	11	10	5	6	6	979	3
	672	77	102	55	40	15	12	6		
Roaming	72	19	8	9	21	0	15	6	922	4
	576	133	48	45	84	0	30	6		
Good advertisements	84	21	6	17	10	4	4	4	1013	2
	672	147	36	85	40	12	8	13		
High speed 4G	63	21	12	31	0	2	15	6	920	5
	504	147	72	155	0	6	30	6		
Value added services	92	21	15	12	4	3	2	1	1063	1
	736	147	90	60	16	9	4	1		
Add on card/CUG facilities	12	71	14	15	11	17	3	7	860	8
	96	497	84	75	44	51	6	7		



The above table result it is found that Good advertisements as 2, Network congestion/uptime as 3, Roaming as 4, High speed 4G as 5, Cheaper call rates as 6, Network coverage as 7 and Add on card/CUG facilities as 8.

**Weighted Average****FACTORS THAT ATTRACT MORE CUSTOMERS TOWARDS JIO COMPARE TO BSNL**

Service	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree	Mean score	Mean
Good network coverage	160	336	72	20	0	588	39.20
High speed Internet	120	192	120	26	25	483	32.20
Good tariff plan	55	220	192	40	0	507	33.80
Good customer support	125	336	72	34	0	567	37.80
Good offers	310	192	81	26	0	609	40.60

It is observed from the above table that 39.20 - of the respondents says good network coverage, 32.20 - of the respondents says high speed internet, 33.80 - of the respondents says good tariff plan, 37.80 - of the respondents says good customer support.

**The highest mean score is that 40.60- of the respondents says good offers.**

Majority of them said Value added services as a rank 1.

**CHI SQUARE Analysis**

Chi- Square Test - ANALYSIS BETWEEN SOURCE OF AWARENESS AND ATTRACTING SERVICE  
NULL HYPOTHESIS (H0):

There is no significant relationship between source of awareness and attracting service.

ALTERNATIVE HYPOTHESIS (H1):

There is a significant relationship between source of awareness and attracting service.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.551 <sup>a</sup>	8	.006
Likelihood Ratio	22.160	8	.005
Linear-by-Linear Association	4.485	1	.034
N of Valid Cases	150		

It is clear from the above tale show that, the calculated value of chi-square is less than the table value. Hence the hypothesis is accepted which states that there is no significant difference between source of awareness and attracting service.

**FINDINGS, SUGGESTIONS AND CONCLUSION****Finding of the Study****Simple Percentage Analysis**

- Here mostly 44% of the respondent's age is 21 to 30 years.
- Here majority 54% of the respondents were male.

- Here mostly 47% of the respondents were employees.
- Here majority 53% of the respondents were unmarried.
- Here mostly 39% of the respondents education level is Under graduate.
- Here mostly 44% of the respondent's income is Rs. 10001 - 20000.
- Here mostly 35% of the respondents have 6 to 7 members in their family.
- Here mostly 44% of the respondents using more than 1 year.
- Here mostly 36% of the respondents aware through newspaper.



- Here majority 51% of the respondents were spending Rs.50 weekly.
- Here mostly 51% of the respondents use GPRS service.
- Here mostly 44% of the respondents were convinced about schemes.
- Here mostly 58% of the respondents say unlimited data service.
- Here majority 52% of the respondents say internet service is reason to use Jio service.
- Here mostly 44% of the respondents say customization of usage plans.
- Here majority 52% of the of the respondents visit BSNL service center monthly.
- Here majority 51% of the respondents say Education.
- Here majority 61% of the respondents say Internet facility.
- Here majority 55% of the respondents say Customer support as a main problem.
- Here mostly 37% of the respondents say attractive plans.
- There is no significant difference between source of awareness and attracting service.
- Companies should also start promotional schemes for the customer.
- To attracts the customer the firms should improve there services by introducing latest technology in the market. & they should also try to increase the range of there signals in the city.
- The companies should try to increase there capacity to solve the connectivity problem.
- The marketing personnel should give complete feedback with logical rejoining from the market to increase service standards.
- For a particular order particular person should be made responsible not a group as a whole this will increase the commitment of that person towards the work and would make him feel more responsible towards an order.
- Marketing people should be given incentives for each order they bring to the company. It could be a fix percentage.
- The local persons are appointed more in the field of marketing to attracts the customer.

#### **Simple Average Analysis**

- Majority 0.21- of the respondents says network coverage,
- Majority 0.29- of the respondents says easy availability,
- Majority 0.12 – of the respondent says good customer support.
- Majority 0.36- of the respondents says attractive plans

#### **Rank Analysis**

- Majority of them said Good offers as a rank 1.
- Majority of them said Value added services as a rank 11.

#### **Chi-Square Analysis**

- There is no significant relationship between source of awareness and attracting service.
- There is a significant relationship between source of awareness and attracting service.

#### **SUGGESTIONS**

- Company should encourage to solve the customer complaint customer satisfaction should be the ultimate aim of the organization so customer complaints should be removed.
- Promotion by local advertisement & on electronic media more as to print media as it is the biggest media to reach common customer.

#### **CONCLUSION**

This study is to compare the two biggest competitors in all time in the telecom sector. In this research we find that the both Jio and BSNL are the well-established companies in the market. Customers are aware about the name of both the companies. They prefer to buy both. Jio is the more popular than the BSNL. Jio is preferred by the every class and it established it self as a better quality and better service provider than its competitors. Last but not the least, we can say that the both the Jio and the BSNL are going equally to the customer and they choose and at the time of purchasing. The result is that the Jio is better than the BSNL in the Avinashi area. The customers in Avinashi think that the connectivity and network of Jio is good than the BSNL.