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, 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 area.
• 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
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.

Bryant et al. (2019)
Fonduted “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)$^{5}$
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

Frequency Table
Simple percentage

<table>
<thead>
<tr>
<th>S.No</th>
<th>Source of awareness about Jio</th>
<th>Number of Respondents</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Advertisement</td>
<td>19</td>
<td>13</td>
</tr>
<tr>
<td>2</td>
<td>Friends</td>
<td>33</td>
<td>22</td>
</tr>
<tr>
<td>3</td>
<td>Newspapers</td>
<td>54</td>
<td>36</td>
</tr>
<tr>
<td>4</td>
<td>Mouth publicity</td>
<td>44</td>
<td>29</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>150</td>
<td>100</td>
</tr>
</tbody>
</table>
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.

OCCUPATIONAL STATUS?

<table>
<thead>
<tr>
<th>S.No</th>
<th>Occupational status</th>
<th>Number of Respondents</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Employed</td>
<td>71</td>
<td>47</td>
</tr>
<tr>
<td>2</td>
<td>Student</td>
<td>13</td>
<td>9</td>
</tr>
<tr>
<td>3</td>
<td>Professional</td>
<td>24</td>
<td>16</td>
</tr>
<tr>
<td>4</td>
<td>Business</td>
<td>42</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>150</td>
<td>100</td>
</tr>
</tbody>
</table>

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 36% of the respondents are saying newspaper.

Majority 47% of the respondents are Employed.

Simple Average

IMPORTANT FACTOR?

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

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

<table>
<thead>
<tr>
<th>FACTORS</th>
<th>8</th>
<th>7</th>
<th>6</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
<th>TOTAL</th>
<th>RANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cheaper call rates</td>
<td>67</td>
<td>17</td>
<td>17</td>
<td>11</td>
<td>6</td>
<td>11</td>
<td>15</td>
<td>6</td>
<td>905</td>
<td>6</td>
</tr>
<tr>
<td>Network coverage</td>
<td>536</td>
<td>119</td>
<td>102</td>
<td>55</td>
<td>24</td>
<td>33</td>
<td>30</td>
<td>6</td>
<td>893</td>
<td>7</td>
</tr>
<tr>
<td>Network congestion/uptime</td>
<td>71</td>
<td>14</td>
<td>8</td>
<td>11</td>
<td>13</td>
<td>12</td>
<td>15</td>
<td>6</td>
<td>979</td>
<td>3</td>
</tr>
<tr>
<td>Roaming</td>
<td>672</td>
<td>77</td>
<td>102</td>
<td>55</td>
<td>52</td>
<td>36</td>
<td>30</td>
<td>6</td>
<td>922</td>
<td>4</td>
</tr>
<tr>
<td>Good advertisements</td>
<td>84</td>
<td>11</td>
<td>17</td>
<td>11</td>
<td>10</td>
<td>5</td>
<td>6</td>
<td>6</td>
<td>1013</td>
<td>2</td>
</tr>
<tr>
<td>High speed 4G</td>
<td>63</td>
<td>21</td>
<td>12</td>
<td>31</td>
<td>0</td>
<td>2</td>
<td>15</td>
<td>6</td>
<td>920</td>
<td>5</td>
</tr>
<tr>
<td>Value added services</td>
<td>92</td>
<td>21</td>
<td>15</td>
<td>12</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1063</td>
<td>1</td>
</tr>
<tr>
<td>Add on card/CUG facilities</td>
<td>96</td>
<td>497</td>
<td>84</td>
<td>75</td>
<td>44</td>
<td>51</td>
<td>6</td>
<td>7</td>
<td>860</td>
<td>8</td>
</tr>
</tbody>
</table>

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**

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

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.

**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.

<table>
<thead>
<tr>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>21.551*</td>
<td>.006</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>22.160</td>
<td>.005</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>4.485</td>
<td>.034</td>
</tr>
</tbody>
</table>

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.
• 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.

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
• 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.

CONCLUSION
This study is to c compare the two biggest competitors in all time in the telecom sector. In this research we fined 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 then the BSNL. Jio is preferred by the every class and it established it self as a better quality and better service provider then 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 then the BSNL in the Avinashi area. The customers in Avinashi thinks that the connectivity and network of Jio is good then the BSNL.