

A COMPARATIVE ANALYSIS ON CONSUMER PREFERENCE OVER JIO & AIRTEL NETWORK SERVICES

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1. INTRODUCTION:

A customer's choice refers to the types of service. If you are selling or providing a service knowing your customer's preference however you can only fulfill your customers desires if u learn as much as you can about them. Anticipate their requirements and exceed their standard. Customer satisfaction is a metric that measures a customer's level of satisfaction with company's services.

India's telecommunication network is 2nd biggest in number of Mobilepatrons as of January 31st, 2021, with 1179.49 million customers. It's about every global smart phone rate, made it possible beyond large tele companies, flighty-conflict amongst its Bharat possesses every sphere has every second-biggest Internet user base.

Dominant part of the Indian telecommunication business is Mobile phone, industry of internet and television broadcasting in India which is currently undergoing transformation into a to come-cohort lattice, hiring a comprehensive complex of current lattice constitute comparatively Modern phone transfer, polarize, At the core, media portal winking are interrelated beyond an extensive range of conveyance apparatus based on tendril perceiving either fryer Marconi impart lattice. Every way in lattice that links to every patron to every basic is hugely diverse, utilizing various russet-twain, ocular-fibril, also cellular mechanics. DTH is a newer podcasting mechanics gained considerable fame via every small screen fragment every incorporation about non-government FM own stated Marconi podcasting in India a boost. Telecommunications in India evolved powerfully the country's INSAT system, where world's biggest domiciliary sputnik complex has provided support. India has diverse network that connects every duchy via phone, net, Marconi, small screen, also spacecraft.

Ago every 1990s, every Indian telecom enterprise familiar hasty trade broadens along widening, also it is at

present every sphere identical merciless also one of the rapid spreading telecom markets.

Telecom network services own succor India's retrench improvement it backed to bridge every rural- urban cybernetic cleave to a certain extent Using the introduction about e-governance to a certain extent Using the also contributed to increased transparency in governance. The government has used modern technology. Telecommunications infrastructure to deliver mass education programmers to agricultural Indians.

Technological modernization is widely recognized as a predicted requirement for all countries in today's age of progress and affluence. Thanks to enhanced technology and increased competition via initiated enterprises, Tele communications have invaded a phase of improvement. The telecoms sector's technological developments are tied to the mobile industry's continued expansion. Providers of services major intention are to establish a devoted client base by monitoring their efficiency and retaining existing customers so that they can Profit from their devotion. The purpose of this paper is to address these concerns.

Every introduction of the telegraph in India marked the beginning of telecommunications. The postal service and telecommunications India's industries are among the oldest on the planet. The first trial electric telegraph cable was constructed from Calcutta to Diamond Harbor mod 1850. It had been opened in 1851 for the British East India Company's use. At every time, the Department of Posts and Telegraphs washoused in a nook in the Public Works Department

Development of Broadcaster: Radio transmission began in 1927 however did not become a state obligation until 1930. All India Radio was granted to it. In 1937, also, it's been known as Akash Vani since 1957. Television programming with limited duration began in 1959, with full broadcasting following in 1965. Prior to the 1991 economic reforms, the owned and operated by the Ministry of Information and Broadcasting country's equipment for audio-visual communication, such as a televisionDoor Darshan. Under the Prasad Bharti Act, an autonomous body called Prasar Bhartiwas established in 1997 to oversee public service broadcasting. All India Radio and Door Darshan are two services that previously working with the Ministry of I&B as media organizations, they turn into members the bodies.

Stats from before liberalization: During every British occupation, all of the country's significant towns and cities were wired utilizing telephones, but there were only about 80,000 telephones in 1948. Because the telephone was viewed as a prestige symbol rather than a useful tool after independence, expansion was modest. The number of telephones steadily increased from 980,000 in 1971 - 1981, 2.15 million to 5.07 million was the number in 1991. That's when country's economic reforms began.

1.1 BHARTI AIRTEL:

Bharti Airtel, based in New Delhi, is a universal tele communications benefits providerplanted in India. It is present in 18 territories throughout South Asia along Africa, everypassage Islands, too. Airtel provides 2G, 4G LTE, and 3G networks based on the country of operation. And Mobile 4G+ benefit, besides broadband stable-range also phone Airtel's Volte mechanics had besides been producing available for services. Throughout every of India's telecom industry. It is every 2nd-biggest cell lattice operative in the world also in India. In every inaugural Brands rating aside Milward Airtel, Brown, and WPP plc. was ranked Indian second most valuable brand.

In 1984, Sunil Mittal embarked making shove-knob mobile in India after importing them from SingTel, a Taiwanese company, to replace the nation's cumbersome, antiquated rotary phones. In order to produce electronic push-button mobiles, Bharti Telecom Limited (BTL) lived established along with a scholarly alliance with Siemens AG of Germany. Early in every 1990s, Bharti started confect telefax, cordless phones, also distant telecom hardware. He gave his 1st shove-knob cell the name "Mitbrau."

In 1992, gaining one of India's 4th auctioned licensing for mobile phone networks. Among the requirements for the cell phone permits in Delhi was that the winning bidder prior telecom practice. Mittal was able to reach a contract with French communications provider Vivendi. He was a pioneering Indian. Business people via recognize cellphone communication as the key development sector. He had ideas, but finally authorized in 1994 by the government, and he began operating When Bharti Cellular Limited (BCL) was founded in Delhi in 1995 founded toward provide cellular services in accordance with Airtel idle. Bharti was the first telecom company. Firm toward reach the two millionsubscriber milestone in a matter of years. Bharti lowered the STD/ISD rates as well.

Bharti venture purchased JT valuables in 1999 and distended its constitutional network across Karnataka and Andhra Pradesh. Bharti bought Sky Cell Communications in Chennai in the year 2000. Herb Cell in Calcutta is bought out by every firm in 2001. The company has entered on every Bombay Stock swap also every National Stock Exchange of India although it gone mutual in 2002. All mobile operations were rebranded as Airtel in 2003. Bharti bought Hexacom in 2004 and expanded into Rajasthan. Bharti added every Andaman and Nicobar Islands to its network in 2005. They were fit to provide voice service across Bharat considering a decision about this expansion.

During 2009, Bharti negotiates with their deliberate companion Alcatel-Lucent to manage every stable-bar network framework. Later, Bharti Airtel awarded Alcatel- Lucent a 3-year agreement to construct an Internet deal entry network across every nation. This intends authorize consumers to access every internet at higher speeds also with higher class on mobile handsets.

On November 18, 2010, Airtel renew as such in India as part of every 1st chapter about a universal renew strategy. Every company unveiled a latest symbol I features every akin "Airtel" written in small letter. Every latest symbol, outline along London-situated chop agency every chop merger, is a small letter 'a' with every akin 'Airtel' put down below it. On November 23, 2010, Airtel's Africa running was renewed as 'Airtel.' Sri Lanka obey at length November 28, 2010, along on December 20, 2010, Warid Telecom in Bangladesh renew to 'Airtel.'

Bharti telecommunication (BTL) may be a Bharti Airtel company, with Bharti industry also it has fifty.56 % and forty-nine.44 % of BTL, severally, that owns thirty-five.80% Bharti Airtel.

Airtel India is the every 2nd biggest makeshift cellphone tele communication in India when Jio still because the second largest supplier of fastened telecommunication. It conjointly offers broadband and subscription TV services. Sunil Bharti Mittal is that the CEO of Airtel, that provides telecommunication services.

Services:

- Voice Service
- Network Service
- Cloud Based Services
- Digital media services

1.2 JIO Network Services:

Reliance Jio Info COMM Limited is it is an Indian enterprise also a supplementary of Jio Podium, with headquarters in Navi Mumbai that set off a domestic LTE lattice that covers every 22 teleco coterie Jio presently provides 4G and 4G+ benefits but it isworks to expand to 5G and 6G.

In September 2019, Jio begin a tendril-to-every-house benefit, handout house baldric, small screen, also phone benefits. Being about September 2020, Reliance enterprises had heft 1.65-taka crore (US\$22 billion) along vending roughly 33 percent of its fair play prop in Jio manifesto.

Infotel Broadband Services narrow existed established at length February 15, 2007 in Ambawadi, Ahmedabad, and Gujarat (IBSL). In June 2010, Reliance enterprises (RIL) endow Rs 4,800 crore as a 95-chunk stake in IBSL (equivalent to Rs 91 billion or US\$1.2 billion in 2020). Despite the fact that it was private, IBSL existed every at bestcompany wrap up baldric gamut via every 22 Indian ring during every 4G trade promptsuch period. In January 2013, Infotel Baldric benefit bound, which latterly became RIL's telecom ancillary, lived relabel Reliance Jio Infocom ancillary (RJIL).

Jio announced in June 2015 such it would initiate nationwide potency by every finish of 2015. nevertheless, IV bout latterly, in October, every company declare such every get going enjoin do postponed up to every I part of every 2016-2017 calendar year.

Later, in July 2015, an NGO called every compact being mutual concern Lawsuit, between Prashant Bhushan, honed a PIL in every Supreme Court demanding every Govt of India's grant about a pan-India license to Jio. Every PIL also assert such everyenterprise existed let to issue desire Marconi alongside its 4G data benefit being a fee about only 165.8 crore (US\$22 million), that existed erratic also unhelpful, also contributed to dropping to the exchequer of stated, howbeit, such every raw also 3G also BWA gamut did not preclude BWA defeater also offering desire Marconi. As outcome, every PIL dropped every charge dropped.

Every IVG benefit was established in the middle of December 27, 2015. Every enterprise mercantile begin its IVG benefit at length Sept 5, 2016, providing separate details also desire benefit until December 30, 2016, that lived latterly enlarge until March 30, 2017. In every 1st bit, Jio declared seized 1.6 crore (16 million) patron also had traverse (50 million) patron fleck in 83 period ago begin; eventually traverse every 90-crore patron fleck 22 Feb 2017. There were approximately 12 crore (120 million) users.

SERVICES:

- Jio giga fiber
- Jio vo-wifi
- Jio smart home
- Jio smart phone

2. THEORETICAL BACKGROUND:

The introduction of the telegraph in India marked the beginning of telecommunications. The telecommunications is the oldest service in every country. Established in 1851 was utilized every British East India enterprise. At every time, also summons agency was housed in little rim of every mutual perform agency.

In November 1853, work on 4k long (6,400 km) of summons curve began. These connect in every north; Agra, Mumbai (then Bombay) also Chennai (then Madras) every south; Ootacamund and Bangalore the east. William O'Shaughnessy, he invented every summons and cellphone in India, was a mutual job agency employee who perform on telecom expansion all over time phase. When telegraph facilities were made available to every mutual in 1854, a different agency was enacted.

Every eastern cellphone enterprise Ltd. and every Anglo-Indian cellphone business Ltd. Path every authority of India in 1880 to set up phone swap in India. Every approval became denied considering the element that every established order of phones became a govt ownership and that every work might be done by ever authority itself. In 1881, every authority reversal it's in advanced choice and granted a license to every eastern smartphone agency confined of England to open phone swap in Calcutta, Bombay, Madras, and Ahmedabad, establishing every country's 1st legal phone benefit. Primary E. Baring, a representative of every head widespread of India's assembly, announced clear every smartphone swap in Calcutta, Bombay, and Madras on January 28, 1882. The Calcutta exchange named every "basic swap" had a sub of 93 users in its new phase. After that period, Bombay additionally endorsed every outlet of a phone swap.

3. LITERATURE REVIEW:

Zohaib Ahmad and Junaid Ahmad (2014) According to their study titled "Customer buying conduct in Cell provider zone," the effective elements excellent, fee, promote, and social elements reflect people's current purchasing behaviour or not. According to the study, every social element is very important element that influences buying attitude and essentially give back every consumer's common depiction.

Myilswamy, Ratheesh Kumar (2013) Customers favor to operate Airtel network due to its benefits like trait, hire, pillar gamut speak pulse promotion also salable scheme subsequently every examiner indicates such with the aid of focusing on these elements, businesses can grow by elate their customers.

Zafar (2013) investigates every effect of cellular carrier essence such as signal price, good carrier, carrier opportunity, advertising, and brand photo on every buyer decision by both genders shows that men and women

customers have various preferences when it enter to purchasing a network service benefit. Also, in the process of examining again it was discovered that satisfying women customers are more difficult than men customers.

Chintan Shah (2012) in his research titled "Customer choice for network benefit states that, they explores every factor that customers consider when forming that choice for a cellphone benefit giver. 150 Bardoli city smart phone purchasers were polled. According to the researcher, carrier quality and emblem picture, carrier expenses and plan and good network all play as significant role in choosing a network benefit.

Jegan and Sudalaiyandi (2012) in there study examine that purchaser productivity including pride with mobile cellphone carrier companies they discovered that call price lists community coverage and emblem photograph all encourage purchaser choice and pleasure.

Kim et.al (2004) Customers should consider name pleasant, fee- introduced offerings, and customer service when selecting a service operator, according to the company. And the service provider should provide better services

ManojKohil, "it's a super aggressive side to duplicate," says Escorts' CEO in his article "Corporate Reports" (Business Line), " however the carrier assure emphasize every primary stability performance potency, smooth recreate.

Sunil Mittal, "A wire-line phone desire be comparable a barrier timer, where all home desire admit I ," he writes in his piece "Telecom" (Trade present day). However, a cell phone does function similarly to a wristwatch. Everyone will own one."

RajanNandha, According to Business India's "Corporate Reports," Escotel is every massive expenditure Escorts has formed in latterly period, financing about a top Rs200 crore. This alone demonstrates every consequence about teleco to core enterprise.

DeoskarAruna (2009), in her exploration "A examine of mobile benefit via the client's sagacity," she demonstrates how India experienced an awesome innovation in info mechanics, that endorsed the telecom region. Every leading goal is to investigate every brunt of client benefit on purchaser pleasure and to link it to discrete point such as data analysis and commercial material. According to every results of data trial with SPSS, all second boundaries such as billing favor and data range have a momentous concussion on client contentment, move client's sagacity.

Kalyani Pawan (2015) in her inquiry examines "An Empirical examines on Reliance JIO sequel, Challenger's rejoinder Client every perceptivity" "plight every hereafter sequel viz does live conform back of every put to sea of JIO. Everyexamine contain comprehensive framework of telecom sector, its days of old and its extension expected. Every paper every hereafter width in this section and distant type game plan exercise by several operations.

Sudheesh et al. (2015) every examine notepaper "modified examine client contentment on the way to Airtel & Vodafone with instance to Avadi, Chennai,"they examine client perceptions of every telecom company behemoth, Vodafone and Airtel, in the burg of Chennai. Clients look for various favors fromlattice; this examine best part this kindness and their moment.

Sugunathi Meena and Shanthi R. (2017) in that inquiry notepaper comportment an examen placed on patron thinking regarding kindness each other are operate amidst boundary acceptance, solidity, compassion, promise and tangibility. Every component that matter like not late and honest service during client looks for it.

Lehtinen & Lehtinen (1991) in their research, they suggested that process and output are complementary in terms of quality-of-service provider. Customers evaluate service quality based on the tangible aspects of the service process that are free of significant errors.

Gopica (2015) in her inquiry notepaper "Widening and enlargement of telecom section in India-an evaluation," she discusses every origin of telecom as well as the massive progression such has occurred in that segment. According to every researcher, the notepaper provides a survey of every several cognoscente, such as the Telecom compliance cognoscente of India, as well as every various network that exist in that company.

Ranaweera and Neely (2003) studied and searched that retention of customers is very much dependent on their perceptiveness on the road to price, service, quality of not only tele service providers but also in fixed line telephone services.

Debarun Chakraborty (2013), In his research, he discovered that customers prefer service providers who have their own brand and provide unrivalled services in terms of wide network coverage, unbreakable signal, and connectivity.

4. STATEMENT OF THE PROBLEM:

“A Comparative Analysis on Consumer Preference over Jio & Airtel Network Services”

As there are many tele communication companies in the market. It is difficult to understand consumer's preference of different telecommunication that is why we have chosen the topic as “Comparative Study on Customer preference on Mobile Communication”. We are attempting to understand and identify the most preferred Mobile communication in the market through this study. For this, we are selecting the top two tele communication companies in order to determine which is the most preferred tele company that provides the best service to customers in the market. We are also attempting to determine the best tele company that satisfies customers.

5. OBJECTIVE OF STUDY:

1. To analyze the performance of both Airtel & Jio services.
2. To evaluate the perception and preference of consumers among both the network services.
3. To understand the satisfaction levels of consumers over Airtel & Jio services.
4. To study the frequency of loyal subscribers among Airtel & Jio network services.

6. RESEARCH METHODOLOGY:

Research Design	Descriptive research design
Area of sampling	The area chosen for this study is Ballari District
Sample size	100 respondents
Sampling technique	Random Sampling technique
Sources of data collection	Primary Data: Data collected from investigator for the first time using structured questionnaire. Secondary Data: Websites, articles, news reviews, feedbacks.
Tools used for data collection	Personal interview, observation method, analysis using tables and graphs.
Hypothesis	H^0 : There is a positive relationship between customer perception and satisfaction towards Tele communication. H^1 : There is a negative relationship between customer perception and satisfaction towards after Tele communication.
Limitations	1. Study is restricted only to Ballari district. 2. Study is limited to only 2 types of networking services.

7. FINDINGS:

1. Majority of the Airtel & Jio users are from the student and youngsters segment.
2. Most of respondents are preferred Airtel as better service provider.
3. 65% of the responders think Airtel provide better internet speed.
4. 58% of responders think Jio provide low cost and better connection.
5. When respondents were asked to rate between Jio and Airtel, Airtel got majority of rating than Jio.
6. Loyalty and trustworthy users ranges between 3 and more than 6 years for both (Jio-Airtel) consumers.
7. Majority of the respondents spend minimum 300 Rs/- on recharge services.
8. Most of respondents are satisfied with both of the service provider (Jio-Airtel).
9. Since both are competitors they are giving tough competition to each other and even the users availing those services are loyal to their own service provider.
10. 60% of the respondents have issues in speed of internet in both Jio & Airtel.
11. Most of all respondents suggested the networking services to enhance network quality (Airtel-Jio).
12. Among the selected respondents majority were found to be Airtel subscribers.
13. Based on our research both the services have good feedback and reviews from the customers in most of the features and quality of service.

8. SUGGESTIONS:

1. Both the tele service company networks (Jio-Airtel) should improve network quality in the extension areas and remote areas.
2. Airtel tele Service Company should reduce price to get more subscription.
3. Jio tele service should improve their network quality and internet speed.
4. Both the tele services should provide some offers to consumers.
5. The networking services are good in their approach but they should improve their quality.
6. These tele services should improve their services to get more consumers.
7. Both are doing well in the market but they should charge less to consumers.
8. The service provider should look consumer preference and their needs.
9. Both the tele service has to apply some new strategies.
10. They should promote bring in more features and benefits associated with the recharges so that consumers can find the money worth of investing.

9. CONCLUSION:

This study is carried out with an objective of a comparative study on customer preference on mobile communication networking services (Airtel-Jio); in this majority of consumers prefer Airtel tele service because they get better network quality and internet speed and services. Most of them think Airtel tele service is better than Jio due to its quality network. In terms of price or low-cost they think Jio is better in offering low cost Both the tele services are doing well in the market as they have created their own goodwill and market share still competing with each other Jio service providing low cost and Airtel is providing better network and speed to the consumer.

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