

Comparative Analysis of Jio Vs Airtel

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ABSTRACT

The telecommunications industry within the sector of information and communication technology is made up of all Telecommunications/telephone companies and internet service providers and plays the crucial role in the evolution of mobile communications and the information society. The main objective of the study is to make a comparative study among the satisfaction level of Airtel and Jio customers. The study focuses on identifying the different factors influencing the satisfaction level of customers. The major finding of the study is that there is no significant difference in the factors affecting the satisfaction level of Airtel and Reliance Jio. From this study it can also be observed that there are some variables where customers are more satisfied with Jio than compared to Airtel. Results of the study shows that Jio is a more economical choice, customer are satisfied with the schemes and offered by Jio, customers are also satisfied with the local call cost per minute offered by the company, on the contrary there are some variables like better network coverage where Airtel enjoys higher level of customer satisfaction than Jio. The main objective of this paper is to identify the difference between marketing performance of Airtel and JIO in terms of consumer buying habits, buying criteria, inspiration rate, time period, frequency rate, place, effect of an advertisement and sales promotion.

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 massages 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 global telecommunications market is repeatedly changing on account of the ongoing innovations and developments taking the position again and again rapidly. 5G trials and its deployment in the market will be a focal point in the years to appear. Carriers are likely to struggle with improving their network and offering stretched services to their customers by network densification and utilize small cells. Installing more fibre infrastructure and magnifying effectiveness of range will also be the objective for carriers. There are different elements encouraging the development of the global telecommunication market counting, the advanced technology, extreme market competition, and excessive investments in latest technologies in telecommunication industry, like wireless communication and satellite. Some of the extra elements behind the development of the global market comprise: affordable services, new services such as e-agriculture and eeducation, and requirement of high-speed internet. On the contrary, the tremendous charges of value-added services may restrain the development of the market. In inclusion to this, managing security will also create a challenge.

CELLULAR MOBILE SERVICES

Cellular is one of the fastest growing and most demanding telecommunication applications. Today, it represents a continuously increasing percentage of all new telephone subscriptions around the world. Currently there are more than 45 million subscribers in worldwide and nearly 50 % of those subscribers are located in USA. It is forecasted that cellular systems using a digital technology will become the universal method of telecommunications. By the year 2005, forecasters predict that there will be more than 100 million cellular subscribers worldwide. SM standard is intended to address these problems. Global system for mobile communication (GSM) is a globally accepted standard for digital cellular communication. GSM is the name of a standardization group established in 1982 to create a common European mobile telephone standard that would formulate the specifications for a pan-European mobile cellular radio system operating at 900 MHz. It is estimated that many country outside of Europe will join the GSM partnership

OBJECTIVES

The objective of the study is to know the comparative measurement of customer perception regarding the services of two major companies that are doing their business in Roorkee region. These two companies are: -Reliance Jio & Airtel" Along with this I tried to find out the perceptions of the customer of different Age Group & different Professions which are using the services of these companies permanently are given below:

- To know the customer perception, choice and preference regarding various mobile services.
- Which mobile service is preferred most by the customers?
- Comparative measurement of customer satisfaction level for various mobile services available in Roorkee.
- To understand the main problems faced by the customer while using the mobile services.
- To know the features of a mobile service which attracts the customer most?

SCOPE OF STUDY

It would help us to know about which one is better (Jio or Airtel) 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 non preference

IMPORTANCE OF THE STUDY

To study the psychology of customers in respect of their need :

- Coverage area network
- Variety of plans
- Good signals
- New services provided by them

REVIEW OF LITERATURE

A conceptual review is an analytical tool with several variations and context. A thorough conceptual review requires the author to identify all potentially relevant and significant papers (both empirical and conceptual) that are relevant to the domain being reviewed. It illustrates what you expect to find through your research. Empirical literature is based on observed and measured phenomenon and derives

knowledge from actual experience rather than theory or belief. It is reported in such a manner that other investigators understand precisely what was done and what was found in a particular research study to an extent that they could replicate the study to determine whether the findings are reproduced when repeated.

Szymanski D.M, Henard D.H (2001): The growing number of academic studies on customer satisfaction and the mixed findings they report complicate efforts to identify the precursor to and outcomes of businesses having more versus less-satisfied customers. The authors conducted a meta-analysis of the reported findings on customer satisfaction. They documented that equity and disconfirmation are most strongly related to customer satisfaction on average. They also found that measurement and method factors that characterize the research often moderate relationship strength between satisfaction and its precursor and outcomes. The authors also discussed the implications surrounding these effects and offer several directions for future research.

Md. Zainal Abedin & Laboni Ferdous (2015) studied about the promotional strategies of telecommunication Industries and Customers Perception on Airtel Bangladesh Limited. The Results investigate was all about the promotional activities of the company in reflection light of customer's perception. They concluded that Airtel should use the latest technology to improve the phone call quality, to reduce the Value Added Services charges and increase the Validity date for the bonus talk time.

Pawan kalyani(2016) stated that the it has everything the market ,marketing strategy ,customer ,free offering JIO effects and competitor `s reactions , customer perception for the JIO offer. From the above collected data and facts it is very clear that the market is effected by "JIO". The JIO effect has set the world record for having JIO connection in very short span of time frame , Indian scenario is the price sensitive scenario where people shift form vendor to another for very small difference of amount, here JIO is giving "free voice and data" till 31st December ,2016 it is big loot for customers.

Ashima Sharma (PGPM 2015- 2017) according to Ashima Airtel being third largest mobile operator in the world, it's consumer generally have high expectations from its new offer. When JIO expected to launch its 4G operator in December, Airtel set a benchmark and took advantage of being the first mover.

Noorul haq(2017) observed that after entry of JIO infocom in telecommunication industry , the economic structure of market is still same, but the level of competition has grown unexpectedly. No doubt there are various types of benefits provided by the service providers as well as the same is availed by the consumer, which revealed that the earlier losses shown by all telecom operators is only due to inefficiency in the market. If JIO infocom will work at the same pace and follow same method of business and service with any support from associated firms.

Gnanalaxshmi (September 2017) stated the networks promotional campaign should be made effective. Information about the schemes should reach the public in an easy and attractive way .All networks should expand its coverage area and provide roaming facility throughout India. This network should bring out variety of schemes that would satisfy assignments of the market .Try to improve the area coverage in JIO & Airtel SMS charges should be reduced. Variety of value added services should be given to customers at a lower rate.

Dr. Satyanarayanaa , Dr. k Sambasiva and S. Krishnamurthy Naidu(2017) stated the impact of JIO on Indian mobile industry . JIO`s free introducing offer creates lot of radical and unexpected changes in consumer`s behaviors and competitor`s strategies. The impact of this new entrant affects equilibrium in the mobile industry and makes rivals vulnerable that they resort to mergers acquisitions in Indian mobile network providers. Since the exit barriers are present in the industry they cannot get out of the industry .To strengthen themselves Airtel acquiring Telenor.

Anil Kumar, Mohan Balaji, (2018) stated that as consistent with examines various viewpoints in regards to Reliance JIO and Airtel. This includes the entry of JIO in the telecom .space along with the difference in the market JIO bought right after its introduction of the services for public. The Article specifically talked about how at the initial level of Introduction of the Services to the general public JIO made6+ an impact. On the existing player in the market i.e. Airtel with its lucrative plans for the Public with as low as Rs. 51 per GB for Data and announcing No Charges for the Calling facility it sent out a message to rivals that new standards and norms were being created to which rival need to address.

Hoa T.K, Ngoc L.T.B (2020) This study was aimed at investigating three factors (service quality, brand image and price perception) and assessed the degree of the impact of each factor on customer satisfaction, especially the relationship between customer satisfaction and customer loyalty in Vietnamese mobile telecom sector where there have been the existence of the fierce competition, mature market and internationally integrated economy, ultimately struggling for market share and survival. The results indicated that each factor (service quality, brand image, price perception) has a positive impact on customer satisfaction at the different level as well as a significantly positive relationship between customer satisfaction and customer loyalty in mobile telecommunication industry in Vietnam. The results of this study are consistent with the findings and evidence in the extant literature. The study provides the important feedback from customers to mobile telecom suppliers. Research findings are expected to be marketing insights for Vietnamese mobile telecom managers so that they can develop sound marketing strategies in today`s competitive and costly market.

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.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods/techniques but also the methodology. Researchers also need to understand the assumptions underlying various techniques and they need to know the criteria by which they can decide that certain techniques and procedures will be applicable to certain

problems and others will not. We use a particular method of research in the context of our research study and explain why we are using a particular method or technique and why we are not using other so that research results are capable of being evaluated either by the researcher himself or by others.

CONCLUSION

This research report is conducted to compare the two biggest competitors in all time in the telecom sector. In this research we find that the both Jio and Airtel are the well-established companies in the market. Customers are aware about the name of both the companies. They prefer to buy both. Airtel is the more popular than the Jio. Airtel is preferred by the every class and it established itself as a better quality and better service provider than its competitors. But Jio is no fear of it because the young customers are more attracted by it, now the Jio takes over Airtel and now they give the new schemes in the market and for the customers. Last but not the least, we can say that the both the Airtel and the Jio 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 Airtel in the Roorkee region. The customers in Roorkee think that the connectivity and network of Airtel is good But Jio services are better than the Airtel This research report is conducted to compare the two biggest competitors in all time in the telecom sector. In this research we find that the both Jio and Airtel 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 AIRTEL. JIO is preferred by the every class and it established itself as a better quality and better service provider than its competitors. But Jio is no fear of it because the young customers are more attracted by it, now the Jio takes over Airtel and now they give the new schemes in the market and for the customers. Last but not the least, we can say that the both the Airtel and the Jio 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 Airtel in the Dehradun region. The customers in Dehradun think that the connectivity and network of Airtel is good But Jio services are better than the Airtel. Customers are also think that price of jio is far better than jio.

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