

A study on customer satisfaction towards on Airtel and jio in Theni district

K. NANDHINI

M.com, M.phil

Department of Management Studies,

Nadar Saraswathi College of Arts and Science, Theni, Tamilnadu.

Email – nandikanagaraj13@gmail.com

Abstract: *The importance of this study is to examine the customer's level of satisfaction towards reliance jio network in Theni district. It also tried to find out the factors which influence the users and the customer expectation towards Reliance Jio Network. The data has been collected by Survey methods through questionnaire with 30 Respondents. Tools used in this project were Simple percentage analysis and Chi- Square test analysis. On the basis of the study, it is found that customers are satisfied with the Network coverage and it's Connectivity. The only thing that customer expects is its offers and schemes. Most of the customer suggestion is to improve the speed of the network and also to reconstruct its tariff plans to maintain its competitive level. Thus, the study concluded that customers are satisfied with the Reliance Jio Network and also it recommended focusing on promotional measure to enhance their service.*

Key Words: *Customer satisfaction and expectation, Connectivity, Promotional measures.*

1. INTRODUCTION:

Consumer satisfaction is a term frequently used in marketing. It is measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as the "The number of customer, or percentage of total customers, whose reported experience with a firm, its products, or its services (rating) specified satisfaction goals. A business ideally is continually seeking feedback to improve customer satisfaction. Customer satisfaction provides a leading indicator of consumer purchase intensions and loyalty. Customer satisfaction is a measurement used to quantify the degree to which a customer is happy with a product, service or experience.

When it comes down to it customer satisfaction is a reflection of how a customer feels about interacting with your brand. A business and brands quantify his positive or negative feeling primarily using surveys you might have heard of some of these surveys - like the net promoter score survey of the five points like scale. These responses can give you an idea of your average level of customer satisfaction along with a picture of customer loyalty which predicts the likelihood of customer referrals. Business always starts and closes with customers and hence the customers must be treated as the king of the market. All the business enhancements profit, status, image etc. of the organization depends on customers.

1.1. HISTORY OF RELIANCE JIO:

The company was registered in Ambawadi, Ahmadabad, Gujarat on 15 February 2007 as Infotel Broadband Services Limited (IBSL). In June 2010, Reliance Industries (RIL) bought a 95% stake in IBSL for 4,800 cores (equivalent to 91 billion or US\$1.1 billion in 2020). Although unlisted, IBSL was the only company that won broadband spectrum in all 22 circles in India in the 4G auction that took place earlier that year. Later continuing as RIL's telecom subsidiary, Infotel Broadband Services Limited was renamed as Reliance Jio Info comm Limited (RJIL) in January 2013. In June 2015, Jio announced that it would start its operations throughout the country by the end of 2015. However, four months later in October, the company postponed the launch to the first quarter of the financial year 2016–2017. The 4G services were launched internally on 27 December 2015. The company commercially launched its 4G services on 5 September 2016, offering free data and voice services until 31 December, which was later extended until 31 March 2017. Within the first month, Jio announced that it had acquired 1.6 core (16 million) subscribers and has crossed 5 core (50 million) subscriber mark in 83 days since its launch, subsequently crossing 100 million subscribers on 22 February 2017. By October 2017, it had about 13 crore (130 million) subscribers.

1.2. HISTORY OF AIRTEL:

Airtel India is the second largest provider of mobile telephony and third largest provider of fixed telephony in India, and is also a provider of broadband and subscription television services. The brand is operated by several subsidiaries of Bharti Airtel, with Bharti Hexa com and Bharti Tele media providing broadband fixed line services and Bharti Infratel providing telecom passive infrastructure service such as telecom equipment and telecom towers. Bharti Airtel Limited is part of Bharti Enterprises and is headed by Sunil Bharti Mittal. Airtel is the first Indian telecom service provider to achieve Cisco Gold Certification. It also acts as a carrier for national and international long distance communication services. The company has a submarine cable landing station at Chennai, with a connection to Singapore. Airtel was named India's second most valuable brand in the first ever Brandz ranking by Mill ward Brown and WPP plc. in 2014.

4G: Airtel launched 4G services on mobile from February 2014. The first city to get the service was Bangalore. Airtel has started their 4G services in Karnal and Yamuna agar in Haryana on 16 June 2015. Airtel 4G trials has been started in Delhi from 18 June 2015. Airtel had 95,173,000 4G subscribers as of June 2019.

5G:

- Jan 2021 - Demonstrated live 5G network at Hyderabad, India.
- Feb 2021 - Announced partnership with Qualcomm to develop Open-RAN based 5G network.
- July 2021 - Airtel and Intel announce collaboration to accelerate 5G in India.

2. REVIEW OF LITERATURE:

Jai Bhatia Economic & political weekly 2016', Jio came up with a vision to generate huge revenue by providing quality service market at chapter rate using the latest Technology. Initially its growth is high in the Indian market; it is the first mover advantage for Jio with biggest 4G Network coverage Infrastructure all across 22 telecom circles in India. None of its competition is having such biggest infrastructure for 4G infrastructure.

Sunitha Yadev. Dr Ravindra 2017', Reliance jio inforcomm limited introduces its new scheme reliance jio on 5th September 2016. The main purpose of this research is to know the level of satisfaction about Jio SIM among the user of this service for this purpose of questionnaire is design and distributed among the 250 users of Jio SIM. 100 complete questionnaire were received the result are interpreted on the basis of these 100 respondents with the help of frequency and chi square test. The level of satisfaction among the users in moderate.

3. STATEMENT OF THE PROBLEM:

In this modern era, everyone is using mobile phone nobody can lead their life. Hence in this study it is focused on the usage levels of mobile services and how it is useful to know about the preference of brand and also how to identify the satisfaction level of the customers by the usage of mobile services. Telephone subscribers such data Includes user Identify location and phone number, Network, authorization data personal security keys, contact list and stored messages

4. SCOPE OF THE STUDY:

The study is based on the interview method. This study covers "A STUDY ON CUSTOMER SATISFACTION TOWARDS ON AIRTEL AND JIO IN THENI DISTRICT".

OBJECTIVES OF THE STUDY

- To identify the socio economic variable of respondent level.
- To find the customer satisfaction towards Airtel and Jio.
- To access the customer satisfaction towards signal coverage, data plan, value added services, payment options of Airtel and Jio.
- To identify best company by comparing of Airtel and jio.

5. RESEARCH METHODOLOGY:

SAMPLING TECHNIQUE	Convenient sampling technique
SAMPLE SIZE	30 RESPONDENTS
SOURCE OF DATA	Primary data and Secondary data
AREA OF THE STUDY	Theni

6. STATISTICAL TOOLS: The following were used to analyze the data collected from various respondents, they are

- Simple Percentage Analysis
- Chi- Square Analysis

7. RESULT AND ANALYSIS:

Simple Percentage Analysis

- 47% of the respondents belong to the age of 20-30.
- 57% of respondent are female
- Majority of the respondent are Unmarried.
- 40% of the respondents belong to PG.
- 43% of the respondents are students.
- 47% of the respondents belong to the income group 5000-10000.
- 80% of the respondents are nuclear family.
- 50% of the respondents are the user of both Airtel & Jio.
- 30% of the respondents are using this service for less than 1 year.
- 27% of the respondent are preferred the first rank to 100-200 recharging scheme.
- Majority of the respondents for jio user in Theni district.

SIGNIFICANCE OF ANALYSIS:

Ho: there is no significant relation between gender of the respondent and call customer care of the respondent

Ha: there is significant relation between services of the gender and call customer care of the respondent

Chi – Square	5.206
P Value	6.40
Hypothesis	Accepted

Inference

The P value greater than 5.206% hence the null hypothesis accepts at 5% level of significant conclude that there is no relationship between and purchasing on through gender % using call customer care service.

8. SUGGESTION:

- Airtel can improve their internet speed and network coverage.
- Airtel can provide more offers and recharge schemes.
- Jio can give advertisements about their offers.
- Jio can improve their network coverage in rural areas.
- Both of them should improve their customer services.

9. CONCLUSION:

Reliance jio has a become a very successful brand in India& providing customer satisfaction is to three main motive. It provides unlimited free calling and data services &SMS on the move as people are more dependent on it in their daily lives like wide network coverage and good 4G services. Reliance jio is a home brand company and a very emerging brand in India and will be successful in overseas market in upcoming years. It possesses congestion free and wide network, attractive 4G network scheme & customer services to cover one of the widest areas.

REFERENCES:

1. Jai bharu; Economic & political weekly October& volume no 41.
2. Zeina TAI Hakim bassem E Maamari E-services, journal volume 10 no 2 wintert 2017) pp 23-44.
3. Yi Ting Yu Alison Dean 2001 international journal of service industry management volume 12 issue 3 pp 234-250 published MCB up Ltd.
4. Rajen bharti mittel (2005) 12 Aman benhhor et al (2003) state in there study journal year of (2006) issue 4.pp.28-56 published their study.
5. Sunitha Yadev, Dr Ravindra (2017) international journal research copy right © 2017 Edupedia publications PVT Ltd.
6. Priya soni (2010) customer satisfaction towards branded (with special references to sets journal of volume 40 number 2 February.
7. Rajput, n., K Keshawani S & karna A. (2012) dynamic of female buying behavior; A name of apparel in India". international journal of marketing studies vol 4.no.4 2012.
8. Kotor and keller (2006) marketing management 12th edition prentive hall, concepts and cases PHI learning.