

A STUDY ON CONSUMER PERCEPTION TOWARDS JIO AND AIRTEL

Divya N, Prithvitha. C

III semester M.com

PG department

Jain college Vasavi temple road Bangalore-04

Abstract:

The Telecom industry in India has been maximum developments in the field of communication. The telecom industry has resulted in maximum innovation in the concept of mobile phones. The smart mobile phone has provided lot of convenience and comfort in the life of an individual. The Indian market is governed by large number of telecommunication companies out of which the most prominent ones are Airtel and Jio. In a survey, it is seen that an individual user carry at least two number from two different telecom companies. It is also observed that commonly used mobile services are Jio and Airtel. This study is an effort to find out the reason behind having two numbers and to know the factors that are responsible for a choice between Airtel and Jio. Primary data would be collected by a questionnaire and analysis would be made to understand the background of preference and choice of Telecom Company.

Keywords: *comparative study, satisfaction, mobile connection.*

Introduction:

Telecom sector is one of the fastest growing industry in the world it has immense capacity to serve the respondents directly or indirectly. In India telecom sector is flourishing and growing at the rapid pace from last five years. Currently India is the second-largest telecommunication market and has the 3rd highest number of internet users in the world.

Mobile phone market is one of the complete market atmospheres now days due to increased competition and change. Thus the growing concern requires marketers to strictly look at

customers buying decision process and demand focus on the factors such as prices, purchase intentions, perceived intention, perceived quality, perceived sacrifice, and perceived value that subsequently determined willingness to purchase between different mobile phones with an appropriate services.

In this competitive environment, to find out the customer satisfaction, customer preferences, expectations and perceptions about the Jio and Airtel out of all other cellular service providers in the market. The underlying problem in predicting customer choice resides much more in the fact that purchase decisions are made on the basis of many different criteria. This problem is further confounded in service applications where customers may consider intangible features and characteristics of the market offerings and interactions between services provider and the consumer with an appropriate services.

History Of Bharti Airtel Limited: Bharti Airtel Limited is a leading global telecommunications company with operations in 17 countries across Asia and Africa. India Bharti Airtel ranks amongst the top 3 mobile service providers globally in terms of subscribers. The company offers an integrated suite of telecom solutions to its enterprise customers in addition to providing long distance connectivity both nationally and internationally. The Company also offers Digital TV and IPTV Services. All these services are rendered under a unified brand 'airtel' either directly or through subsidiary companies. The company operates in four strategic business units namely Mobile Telemedia Enterprise and Digital TV. The mobile business offers services in India Sri Lanka and Bangladesh. The Telemedia business provides broadband IPTV and telephone services in 95 Indian cities. The Digital TV business provides Direct-to-Home TV services across India. The Enterprise business provides end-to-end telecom solutions to corporate customers and national and international long distance services to telecoms. Bharti Infotel Ltd own 42% of the largest passive infrastructure service providers for telecom services in India. Bharti Airtel Ltd was incorporated in the year 1995 with the name Bharti Tele-Ventures Ltd. The company was promoted by Bharti Telecom Ltd a company incorporated under the laws of India. The name of the company was changed from Bharti Tele-

Ventures to Bharti Airtel Ltd with effect from April 24 2006 in order to reflect their brand essence objective and the nature of their business activities. During the year 1995-96 the company launched mobile services under the brand name 'Airtel' for the first time in Delhi and Himachal Pradesh. During the year 1997-98 the company became the first private telecom operator to obtain a license to provide basic telephone services in the state of Madhya Pradesh. During the year 2001-02 they launched India One India's first private sector national and international long distance service.

Introduction of Bharthi Airtel Limited is a telecom MNC headquarter in New Delhi. It is incorporated on July 7th, 1995 and headed by Sunil Bharti Mittal. India with a presence in 20 countries across the world. It's the 4th largest telecom company in the world. It became the first Indian company to get Gold certification by CISCO. It is the leading cellular service provider. It is largest telecom company in India and 2nd largest in country mobile operator by base after China mobile.

History of Reliance Jio:

The company was registered in Ambawadi, Ahmedabad (Gujarat) on 15 February 2007 as Reliance Jio Infocomm Limited. In June 2010, Reliance Industries (RIL) bought a 95% stake in Infotel Broadband Services Limited (IBSL) for ₹4,800 crore (US\$690 million). 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 Infocomm 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.

Later, in July 2015, a PIL filed in the Supreme Court by an NGO called the Centre for Public Interest Litigation, through Prashant Bhushan, challenged the grant of a pan-India licence to Jio by the Government of India. The PIL also alleged that the firm was being allowed to provide

voice telephony along with its 4G data service, by paying an additional fee of just ₹165.8 crore (US\$24 million) which was arbitrary and unreasonable, and contributed to a loss of ₹2,284.2 crore (US\$330 million) to the exchequer. The Indian Department of Telecommunications (DOT), however, explained that the rules for 3G and BWA spectrum didn't restrict BWA winners from providing voice telephony. As a result, the PIL was revoked, and the accusations were dismissed.

The 4G services were launched internally on 27 December 2015. The company commercially launched its 4G services on 5 September 2016. Within the first month, Jio announced that it had acquired 16 million subscribers. Jio crossed 50 million subscriber mark in 83 days since its launch, subsequent crossing 100 million subscribers on 22 February 2017. By October 2017 it had about 130 million subscribers.

Introduction of Reliance Jio Reliance Jio Infocomm limited, popularly known as Jio, is an Indian Mobile Network operator. Owned by Reliance Industries and headquarter in Mumbai, Maharashtra. In June 2010, Key executives are: Mukesh Amban; Chairman, Pravir Kumar; CEO it operates a National long-term evolution (LTE) network with coverage across all 22 telecom circles. Now, Jio claims to be the world's largest data network, based on Mobile data consumption. Reliance Jio industry limited was incorporated in 2007, Reliance industries (RI) bought a 96% Stake Infotel Broad Band Services limited (IBSL) for rupees 4800 Cr. Although unlisted, IBSL was the only firm to win broad band spectrum in all 22 zones in India in the 4G Auction that took place earlier that year. It believes in India's potential to lead the world with its capabilities in re.

Comparison between Bharti Airtel and Reliance Jio

1. Reliance Jio has disrupted the telecom sector in India ever since its launch last year with free offers and cheap data, apart from launching the VOLTE, or voice over LTE services. But, market leader Bharti Airtel has managed to catch up with the launch of its VOLTE services in Mumbai today, becoming the second telecom to do so after Jio.

2. The VOLTE service will be available on 4G or LTE enabled devices with a Airtel LTE SIM card.
3. The VOLTE network uses data to carry voice calls, resulting in better call quality. There will be no additional data charges though, Airtel clarified, and voice calls will be billed as according to existing plan or pack benefits. Airtel users can call any mobile or landline number over VOLTE without incurring additional charges.
4. Even in areas without 4G connectivity, Airtel VOLTE calls will automatically fall back to 2G or 3G network, depending on availability.
5. Reliance Jio works only on 4G networks. Airtel also claims that customers can continue using data services at 4G speeds even during VOLTE calls.
6. Airtel, reportedly, intends to expand its VOLTE services across other circles in the country during the course of a few months. "... with the VOLTE compatible device ecosystem beginning to mature, we believe it's the right time to enable VOLTE calling as part of our service portfolio.

Objectives:

1. To study the awareness level of consumers regarding their mobile network.
2. To ascertain the attributes that the consumers prefers on selecting a particular mobile phone service provider.
3. To study the consumer satisfaction level towards various offers by mobile network/services.
4. To ascertain the problems faced by the mobile phone users regarding their respective mobile phone service.
5. To provide suggestions to improve the services of the mobile phone service provider.

SOURCES OF DATA COLLECTION

Data collection is an important aspect of any type of research study. Inaccurate data collection can impact the results of the study and ultimately lead to invalid results.

There are two types of data collections

Primary data collection method: primary data is the data where data collected through various methods like interviews, surveys, questionnaire etc., to support the secondary data. Primary data collected in this project.

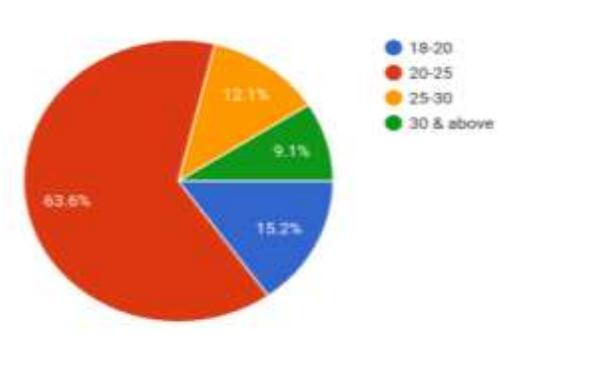
Secondary data collections method: secondary data collected by someone other than the user. Common source of secondary data for surveys, organizational records and data collected through qualitative methodology or quantitative research. Secondary data used in this study are journals projects and research papers of different scholars and other sources.

- For the survey a structured questionnaire is formed in collecting primary data. The questionnaire was distributed to 100 customers belonging to different age group and they participated in the survey resulting in a 97% responses rate. However, after Sorting 100, useful and valid responses were used for further analysis. Accumulated data would be analyzed through the manual.
- Secondary data – published work if referring.

DATA ANALYSIS

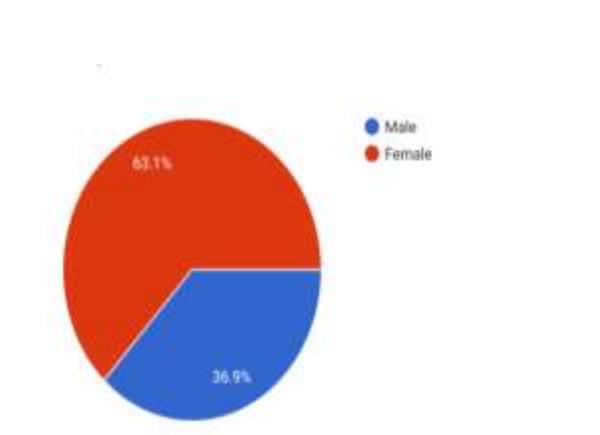
Findings and Analysis

1. Chart showing the Age of respondents



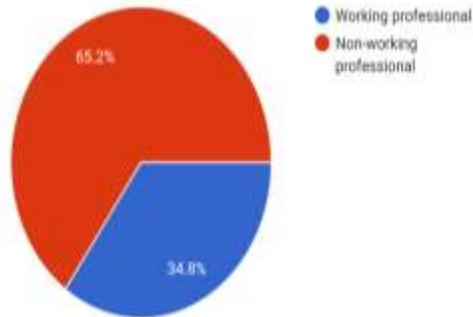
2. **Interpretation:** Above graph shows that 63.6%, of respondents are in the age group of 20-25 years. and 15.2%, of respondents are age group between 10-18 years. Others followed by 25-30 (12.1%).

3. Chart showing the Genders of respondents



Interpretation: Above graph shows most of the respondents are female (63.1%), and Others followed by male (36.9%).

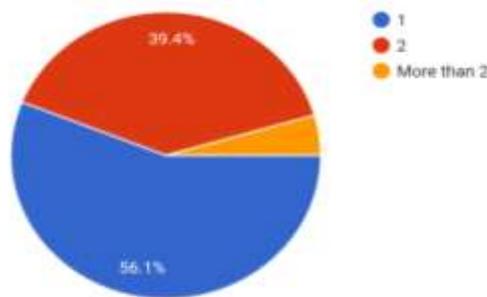
4. Chart showing the Occupation of respondents



Interpretation: above graph shows most of the respondents are working professional (65.2%), and followed by non working professtional (34.8%).

5. Chart showing the number of networks connections used.

Network connections	One	Two	More than two
Respondents	39.4%	56.1%	4.5%

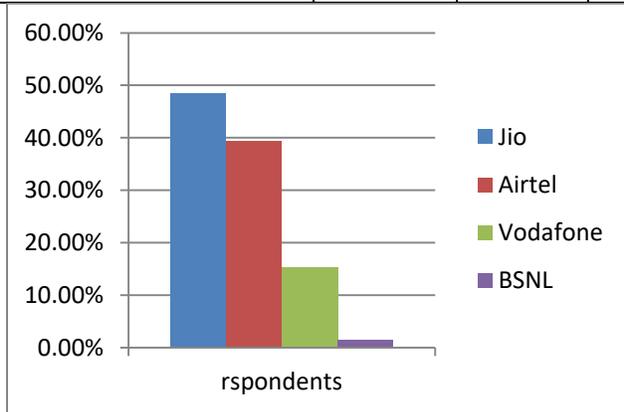


Interpretation:Above graph shows that 39.4% of respondents uses only one network connection and 56.1% of respondents uses two network connections this is clearly says

that the respondents who uses two network connections are more and also there are few respondents who uses more than 2 network connections but it is in less number i.e 4.5% of respondents.

6. Table showing which network connections they have.

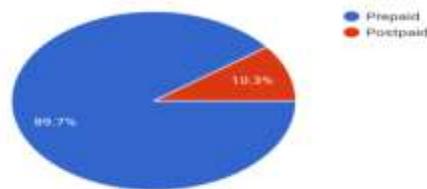
Network connections	Jio	Airtel	Vodafone	BSNL
Respondents	48.5%	39.4%	15.2%	1.5%



Interpretation : Above table shows that the 48.5% of the respondents uses Jio. 39.4% of respondents uses Airtel, 15.2%, of respondents uses Vodafone, 1.5%, of respondents uses BSNL. Comparing to all the four networks the users of Jio networks are more in number that is because it is cheapest and fastest one.

6. Chart showing the mobile network plans:

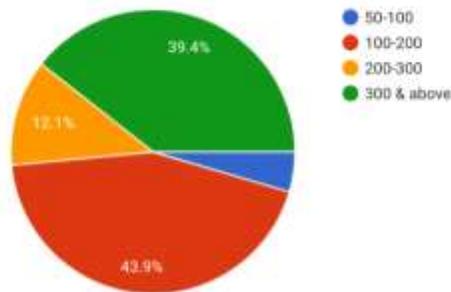
plans	Prepaid	Postpaid
Respondents	89.7%	10.3%



Interpretation: Above graph shows that 89.7%, of respondents uses prepaid plan and 10.3%, of respondents uses postpaid plan.i.e majority of the respondents opted for prepaid that is because it can be recharged with a fixed amount upfront and only then canconsume the benefits. As the name itself says that it is you pay, first and then use later.whereas in case of postpaid plans you don't need to pay anything upfront, you get a monthly bill after you use your telecom connection. i.e., you use first, and then pay later.

7. Chart showing the average monthly expenditure on recharge.

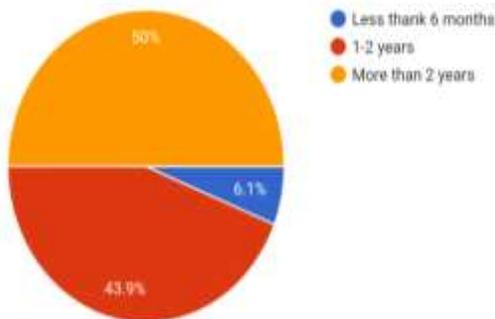
Average monthly expenditure on recharge	50-100	100-200	200-300	300 and above
Respondents	4.6%	43.9%	12.1%	39.4%



Interpretation: Above chart shows that 4.6% of the respondents use the average monthly expenditure on recharge of 50-100, 43.9% of the respondents use the recharge of 10-200, 12.1% of respondents' use the recharge of 200-300, 39.4%, of respondents uses the recharge of 300 and above. It clearly says that majority of the respondents uses the average monthly expenditure of 100-200.

8. Chart showing how long the respondents have been using their current network.

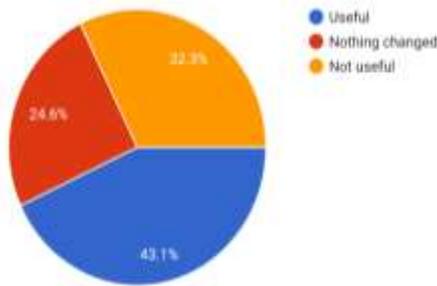
Usage of current network	Less than 6 months	1-2 years	More than 2 years
Respondents	6.1%	43.9%	50%



Interpretation: Above chart shows 6.1% of the respondents have been using their current network for less than 6 months, 43.9% of the respondents have been using their current network from 1-2 years, and 50% of the respondents have been using their current network from more than 2 years.

9. Chart showing the opinion on newly launched long term validity plan.

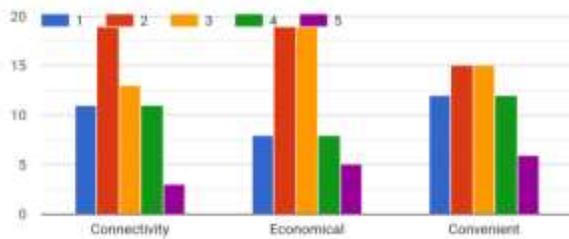
Useful	43.1%
Nothing changed	24.6%
Not useful	32.3%



Interpretation: Above chart shows the opinion of the respondents towards the newly launched long term validity plan i.e. 43.1% of the respondents says that the newly launched long term validity plan is useful, 24.6% of the respondents says nothing has changed and the 32.3% of the respondents says it is not useful.

10. Chart showing the factors considered for having two connections

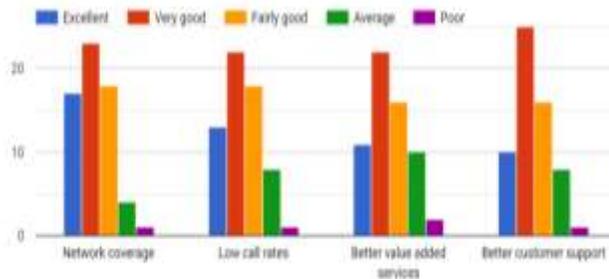
Factors considered	Poor	Better	Good	Very good	Excellent
Connectivity	10	19	16	11	4
economical	8	8	19	19	5
convenient	11	15	15	11	6



Interpretation: Above table shows the factors considered for having two connections the factors are 1.connectivity 2.Economical 3 .Convenient the respondents have considered the factor of connectivity as better and the factor of economical as both good and better and the factor of convenient as both better and good from this we can see that majority of the respondents has been considered the factor of economical and convenient more.

11. Chart showing why the respondents using these connections.

	Excellent	Very Good	Fairly Good	Average	Poor
Network coverage	16	22	18	5	2
Low call rates	11	21	19	8	1
Better VAS	10	21	17	10	4
Better customer service	10	22	15	7	3

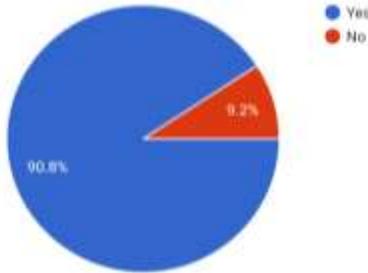


Interpretation: Above table shows that why the respondents use these connections. The reasons to use are: network coverage, low call rates, Better value added services, Better customer support, all these reasons plays a major role for usage of these connections.

12. Chart showing continuation of their current network connection in the future.

Continuation of current network	Yes	No
Respondents	90.8%	9.2%

Interpretation: Above chart shows that 90.8% of respondents would like to continue to use their



current network connections in the future. And 9.2% of the respondents are not continuing the usage of their current network connections in the future due to some network issues.

SUGGESTIONS:

Airtel

- Following are the few suggestions to Airtel for improving the market share and image of the product concerned.
- Modification must be brought about in Airtel, in terms of quality. It's demand should be increased and provides its consumer with value added service as to retain them.
- In today's age the brand must focus on the other areas to market like malls, theatre and crowd area to get attention and market it and gather audience interest.
- Most of the respondents are satisfied with the service provided by Airtel to mobile user steps to be taken to make customers more satisfied but many are still not aware of the phone plus facilities and steps are to be taken popularize it.
- Many of the respondents are not satisfied with features provided to prepaid users.

Reliance Jio:

- In today's era the reliance Jio must focus on rural area to get the people attention and gather the rural people interest. Because most of the rural people are not having the knowledge about reliance Jio.
- Spread out the awareness about reliance Jio in deep rural areas.
- Replenish the products on Retailer's shop on right time, where it is lacking.
- Remove (exterminate) the problem calling congestion and call drop.
- Make the advertisement of reliance Jio by putting hoardings, boards, posters, and sign board in every areas. It should be highlighted punch line "LYF DEKHO LYF JAISI".
- Get the feedback from existing customer about Reliance Jio and take the reference from making the new customers.
- They should try building a good relationship with all retailer price, recognitions and honor on several occasion for our retailers would help a lot.
- The customer care people and also employees in reliance Jio should try to Conway brand reliance Jio while talking to people.
- Enhance the market penetration and shares in every market and give the high competition to other company.

CONCLUSION:

In this study we examined the perception of the respondents with respect to different service provided by Reliance Jio and Airtel, Vodafone etc., the following conclusions were derived from this study.

- Most of the respondents are user of Jio. Because there service to be cheapest better than Aitel, Vodafone another.

- From the analysis it is found that mostly the telecom user are Jio is the most accepted service due to its cheapest tariff that better than other telecom service provider. And there no restriction imposed by Reliance Jio.
- From the above details it can be concluded that most of the Reliance Jio users preferred to remain with Reliance Jio and fully satisfied.
- Also a good number of customers are willing to switch from their respective subscribers showed interest in Reliance Jio. And it is also capturing a wide area of Indian markets increasingly day by day.

References:

- www.google.com
- www.info-matic.com
- <http://www.airtel.in/>
- <http://www.jio.in/>
- <http://en.wikipedia.org/wiki/Bharati-Airtel>
- <http://en.wikipedia.org/wiki/Reliance-jio>