Comparative analysis of Reliance Jio with Airtel, Vodafone telecom service

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Abstract

Indian mobile industry is one of the fastest growing industries in the world. Almost every person in India is using mobile phones, this is the main reason that the Indian market is the second largest market in network providers in the world. Reliance Jio enters the market with a free membership plan, which makes tremendous changes in consumers' unexpected behavior and competitive strategies. It plays a key role in the telecommunications industry, so customers are attracted to new offers and the contestant has to face a new change in how to avoid the challenge made by Jio to retain customers and market stake. The study, which is the most preferred service provider in Gorakhpur, compares to other service providers such as Airtel, Vodafone, Idea, BSNL etc. Apart from this, the study has to relate to customers' satisfaction with relation to Reliance Jio.

Keywords: To check customer satisfaction toward telecom sector, preference of telecom sector, issue of network which use telecom sector by customer.

INTRODUCTION

The history of telecommunications in human society is more than 130 years, in recent times telecommunications have developed from basic needs to 4G and 5G services, whose development India has become the largest telecommunications sector in the world. One has experienced an impeccable development in the last decade, it is one of the key areas in terms of economic development and job creation.

Customer satisfaction is the degree of satisfaction provided by the goods or services of a company according to the number of repeat customers. The customer satisfaction survey is a process to discover if the clients of a company are satisfied or not with the client. Products or services received from the company. It can be done face-to-face, by phone, by email or online, or on handwritten forms. The answers of the clients to the questions are used to analyze if it is necessary to make changes in the commercial operations to increase the general satisfaction of the clients. It is defined as "the number of clients, or the
percentage of total clients, whose reported experience with a company, its products or its services exceeds the specified satisfaction objectives.” In a competitive market where companies compete for clients, satisfaction of the customer is considered a key differentiator and each time it has become a key element of the business strategy. The purpose of this study is to compare customer satisfaction with Airtel and Jio services. More specifically, the focus is on examining the pooled impact of the factors in customer satisfaction.

**Bharti Airtel Limited** is one of the world's leading providers of telecommunications services with presence in 19 countries including India and South Asia and Africa. The company is the largest wireless service provider in India, based on the number of customers. In addition to providing long distance connectivity to the national and international level, the company provides an integrated suite of telecommunication solutions to its enterprise customers. The company also offers Digital TV and IPTV service. All of these services are provided directly or through subsidiaries under a unified brand 'Airtel'.

**Reliance Jio** Indian telecom sector is expected to generate four million direct and indirect jobs in the next few years. Employment opportunities will be created in rural areas and the use of smartphones will increase. Reliance JioInfocomm started its services commercially on September 5, 2016 and started with speed, within the first month of commercial operations, Jio announced that it had acquired 16 million subscribers. Reliance Jio had crossed 50 million subscribers in 83 days since its launch and crossed 100 million subscribers on February 22, 2017. In June 2015, Jio entered into an agreement with the domestic handset maker Intex and supplied a Voice-enabled 4G handset with the LTE (VoLTE) feature. It has a free 4G voice plan Its high speed However, later Jio launched its mobile handset named LYF. Prior to the launch of 4G data and telephony services in its pan-India, Jio started providing free Wi-Fi hotspots Services in cities throughout India in March 4 2016, Jio started providing free Wi-Fi internet to spectators at six cricket stadiums hosting the 2016 ICC Cricke Twenty20 matches. According to Paulaset, 2016 reliance jio is working according to Indian market; it gives best quality services at much less price. Reliance Jio also giving challenge to more than 30 businesses because it also enters in other service sector related to telecom sector.

**REVIEW OF LITERATURE**

The study of providing customer satisfaction is the most crucial step of the company with internet access on the move such as wide network coverage and technology advanced stuff required by almost everybody in today’s environment. Reliance jio is working according to Indian market; it gives best quality services at much less price ((Paulaset, 2016)Which influence the satisfaction level of customer’s are: Core services (like good coverage, good connectivity and network quality) and call rate. Further results show that there is a significant relation between the brand name and the preference of customers. Hence, it has been recommended that telecom companies should focus on connectivity, call rate, coverage and network quality. The customers do not prefer reliance network (Rodrigues,2015) . Therefore, it will be a hard task to get a good customer base for the 4G network. Reliance Jio Infocomm Limited announced the launch of
its digital services with JIO in Mumbai on 1st September 2016 with Jio Welcome Offer. The permission of TRAI has enabled users the access to unlimited LTE data and national voice, video, messaging services, Jio applications and content, free of cost up to 31 December 2016(Singh, 2017). Reliance Jio has entered into the market of telecom service providers with freebies and more data to the customers. In the knowledge world, Jio’s the foray into the fast evolving market has made a tremendous change in the competition, price and data availability. Jio is widely used by the techno-savvy customers. (Jayaraman et al.)

Deoskar Aruna (2009), in her study “A study of mobile services from customer’s perspective”, shows the spectacular revolution in information technology happened in India which boosted telecom sector. The main objective is to study the impact of customer service on customer satisfaction and to associate various factors like data coverage, billing facilities with it. The findings gathered by testing data using SPSS states that all the sub parameters like billing service and data coverage has a significant impact on the customer satisfaction influencing customer perception. (Aruna, 2009)

Debarun Chakraborty (2013), in his research investigated the customer satisfaction & expectation towards a telecommunication company in West Midnapore which is a district of West Bengal. A descriptive study was conducted to achieve the objectives. In total 250 respondents filled a well structured questionnaire having a list of statements pertaining to products, services & facilities provided by the service provider. Results reveal that the dimensions which influence the satisfaction level of customer’s are: Core services (like good coverage, good connectivity and network quality) and call rate. Further results show that there is a significant relation between the brand name and the preference of customers. Hence, it has been recommended that telecom companies should focus on connectivity, call rate, coverage and network quality. (Chakraborty, 2013)

Vodafone Group is a mobile communications company that provides mobile voice, messaging, data and fixed line service. Company Money Transfer Service M-PES enables people in emerging markets to send and receive money through mobile phones. Vodafone India Limited, formerly Vodafone Essar Limited, is the second largest mobile operator in India after the subscriber base, after Airtel. It has its headquarters in Mumbai, Maharashtra. Its number is approximately 173 Million subscribers until September 2014. It provides both pre-paid and post-paid GSM cellular phone coverage with great presence in metros.

**OBJECTIVES OF THE STUDY**

- To find out the customer satisfaction towards Reliance Jio and Airtel, Vodafone services in Gorakhpur, UP
To find out the most preferred telecom services in Gorakhpur, UP.

RESEARCH METHODOLOGY

- **Research technique**: analysis technique is quantitative methodology.
- **Research Design**: The research design is Descriptive
- **Sampling**: Convenience sampling
- **Sample size**: 100
- **Data**: Data was collected through questionnaire.
  - **Primary data**: Primary data which is collected from the questionnaire.
  - **Secondary data**: Secondary data which is collected by the research, magazines, newspapers and sources of internet.

**Data Analysis Tools**:
- Excel is used for analysis purpose.
- Graphical representation interpretation is done with the help of column charts.
Finding

1. 68% of the people using telecom service and 32% of women answered.

2. In this, 86% students, 8% of business man, 6% use employee respondents Telecommunication service

3- (15-20) 12% of the group, (21-30) 85% of the group, 3% (of one type) group is the respondent

4- 52% of Jio, 10% Vodafone, 26% Airtel, 12% out of 100 are other respondents.

5- Number of respondents to Jio, 40% due to unlimited use of free voice calling Number of Airtel Respondent due to using 62% good network Vodafone's number of respondents, due to using 70% good reception. Number of respondents due to using 83% good network

7- Number of respondents to Jio, 88% of users to use over 1 year, Vodafone number of respondent, 100% of users using 1 year over the respondent to Airtel, 81% users who use above 1 year. 92% of the number of other respondents 92% use per second.

8- A 20% satisfied, 4% highly satisfied, 36% dissatisfied, 28% highly dissatisfied, 12% Can not say Rs35 out of 100 in response to the recharge plane.

9 - 52% response given to Jio user is a good network given to a good 70% Vodafone user. 31% airtel user feedback, very good, average 58% other users to give feedback very good.

10- Number of Jio respondents, 73% network problem, users who are experiencing problems using jio. Vodafone number of respondent, 60% internet speed user problem, number of Airtel Respondent responds to the reactive problem of 50% of the network users, the number of other respondents, 33% User problem to face very high call rate and network problem.

11- Using the Jio number of 62% per user due to the most affordable service. Vodafone number
The user who answered the reason for the cheapest service, 50%. 62% of the number of airtel users per user The feedback received is about expensive, 42% response to the number of respondents per Airtel. Expensive and cheap about other services

12-Jio to give feedback about Jio 52% good user, to give feedback about Vodafone user Vodafone 40% is good. Airtel user 35% very good to give feedback about Airtel About 58% of other services gave good answer.

SUGGESTIONS

Based on the analysis of the following suggestions, Reliance Geo, Vodafone, Airtel and other areas can be offered to help in completing competitions in other areas..

- Internet Speed to Improve Io Reliance Jio.
- To be give attractive offer of the user Vodafone and airtel.
- Call drop to remove Reliance Jio.
- To crate our image vale in our customer Reliance Jio.
Airtel and Reliance Jio, Vodafone and other telecom should give emphasis on improving the network coverage particularly in rural areas so that more and more customers can be retained.

CONCLUSION

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

- From the analysis it is found that mostly the telecom user are younger. Reliance Jio is most accepted service due to its cheapest tariff that is better than other telecom service provider imposed Rs35 tariff to get incoming call but no such restriction imposed by Reliance Jio.
- Most of the user to be use Reliance Jio due to unlimited free voice calling, and internet speed better than Airtel, Vodafone, and other.
- Most of the student user of the Reliance Jio. Because their service to be cheapest better than Airtel, Vodafone, and other.
- Most of the user unsatisfied from Rs35 Recharge plan due to mostly user of Vodafone Airtel, switch in Reliance Jio.
- Mostly user to be use Airtel, Vodafone, and Other due to internet speed better than Reliance Jio.