



A COMPARATIVE STUDY OF AIRTEL AND JIO SIM USERS

Arun Visvam.S* **Muthumani S****

**MBA student Jerusalem College of Engineering, Chennai.*

***Professor and Head MBA, Jerusalem College of Engineering, Chennai.*

Abstract

The abstract presents a comparative study between two major telecommunications companies, Airtel and Jio. In recent years, the telecommunications industry has witnessed significant competition and innovation, particularly with the emergence of Reliance Jio in India. This study aims to analyze and contrast various aspects of Airtel and Jio, including network coverage, pricing strategies, service quality, customer satisfaction, and technological advancements. Through a combination of qualitative and quantitative methods, this research sheds light on the strengths and weaknesses of both companies, contributing to a deeper understanding of the dynamic telecom market landscape. The findings of this study have implications not only for these two companies but also for consumers, regulators, and other stakeholders within the telecommunications sector.

Introduction

In recent years, the telecommunications landscape in India has witnessed a significant transformation, driven by the emergence of two major players, Airtel and Reliance Jio. These telecom giants have not only redefined how people communicate but have also revolutionized the way data and digital services are consumed. With a focus on providing reliable network services, affordable plans, and innovative offerings, Airtel and Jio have garnered substantial user bases and have become integral parts of the daily lives of millions of Indians. This comparative study aims to delve into the nuances of Airtel and Jio SIM users, shedding light on their preferences, usage patterns, and experiences. By analyzing factors such as network reach, pricing strategies, service quality, and technological advancements, we aim to gain insights into why users for one service over the other. Additionally, we will explore how these companies have influenced the telecom industry and contributed to the ongoing digital transformation in India. Through a comprehensive analysis of user demographics, service offerings, and user satisfaction, we can draw meaningful conclusions about the strengths and weaknesses of Airtel and Jio as well as understand the factors driving users to choose one provider over the other. This study will contribute to a better understanding of the telecom market dynamics and user behaviors, helping both companies refine their offerings to better serve their customers and maintain their competitive edge in the ever-evolving telecommunications landscape.

Review of Literature

Jyoti. (2019), Jio and Airtel are considered arch-rivals. Both companies are well-established in the market. Jio is comparatively more popular than Airtel. Jio is popular amongst all age groups. India is a country where the majority of the population is the youth. Jio has been successful in attracting young customers because of its schemes and services. Siddharth Kalra (2018), the marketing strategies of Jio have impacted the customers of the Indian telecom industry. The aggressive pricing policy by Jio has implicitly forced other providers to drop their prices and offer more discounts. With free and unlimited calling services, Jio endeavored to capture a lion's share of the market and it was successful up to a great extent. Companies like Vodafone Idea and Airtel were greatly affected by such moves. H Deshpande, H Ramesh (2019) Network strength and network reliability are the two major concerns of the current generation of mobile network users in India. Over the past decade, the country has seen a sharp inclination of mobile network users. The majority of the population has upgraded to 4G

technology. This survey aims to provide a comparison that is informative from the user's point of view. This paper is a product of a practical hands-on survey of comparison between two of the biggest 4G providers in India, Bharti Airtel and Reliance Jio, which was carried out with the help of a mobile application. **Anitha Rajathi D.V.M, MS (2018)** This study helped to improve the SERVQUAL model as the foremost framework for investigating service quality and the relationships among customer satisfaction and service quality variables. The results exposed that all the service quality items were decent forecasters of customer satisfaction. For managers, this finding has significant implications with concern for brand-building strategies. **Gnanalaxshmi (2017)** stated the network's promotional campaign should be made effective. Information about the schemes should reach the public in an easy and attractive way. All networks should expand their coverage area and provide roaming facilities throughout India. This network should bring out a variety of schemes that would satisfy the assignments of the market. Try to improve the area coverage in JIO & Airtel SMS charges should be reduced varieties of value-added services should be given to customers at a lower rate.

Methodology

A research design is a framework that has been created to find answers to research questions. The research design refers to the overall strategy utilized to carry out research that defines a succinct and logical plan to tackle established research question(s) through the collection, interpretation, analysis, and discussion of data. It is a powerful tool used by scientists and researchers to gather information about a particular group or phenomenon. Descriptive research aims to accurately and systematically describe a population, situation, or phenomenon. It can answer what, where, when, and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

Percentage Analysis

Table 1: Percentage Analysis For The Age Of The Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 25	72	72.0	72.0	72.0
	26 to 30	14	14.0	14.0	86.0
	31 to 35	8	8.0	8.0	94.0
	36 to 40	4	4.0	4.0	98.0
	Above 41	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Inference: From the survey 72% of the people are from the age of 18- 25, 14% of the people are from the age between 26-30, 8% of the people are from the age between 31-35, 4% of the people are from the age between 36-35, 2% of the people are above 41.

Table 2: Percentage Analysis For Income of The Respondents

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	58	58.0	58.0	58.0
	Female	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

Inference: From the survey, the income of the respondents 60%, 20%, 12% and 8% are below 10000, 10000 to 25000, 25000 to 40000 and above 40000 respectively.

Table 3 Percentage Analysis For Gender Of The Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 10000	60	60.0	60.0	60.0
	10000 to 25000	20	20.0	20.0	80.0
	25000 to 40000	12	12.0	12.0	92.0
	Bove 40000	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

Inference: From the survey, it is interpreted that 42% of the respondents are female, and 58% of the respondents are male.

Table 4 Percentage Analysis For Educational Qualification of The Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	UG	24	24.0	24.0	24.0
	PG	44	44.0	44.0	68.0
	Professional Course	16	16.0	16.0	84.0
	Others	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

Inference: From the survey 24%, 44%, 16%, 16%, 16% of the respondents are from UG, PG, professional course and from others respectively.

Table 5 Percentage Analysis For Occupation Of The Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	62	62.0	62.0	62.0
	Private Sector	14	14.0	14.0	76.0
	Government Sector	10	10.0	10.0	86.0
	Business	10	10.0	10.0	96.0
	Unemployed	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Inference: From the survey, 62%, 14%, 10%, 10%, and 4% of the respondents are students, private sector, Government sector, Business, and Unemployed respectively

Chi-Square

Null hypothesis(H0): There is better 5G coverage during travel.

Alternative hypothesis(H1): There is no better 5G coverage during travel.

TABLE 6:

How satisfied are you with the network coverage when you travel? * Which network has better 5G coverage? Crosstabulation

Count

		Which network has better 5G coverage?				Total
		Airtel	Jio	Both are the same	Don't know	
How satisfied are you with the network coverage when you travel ?	Most satisfied	14	8	0	4	26
	Satisfied	14	22	0	8	44
	Neutral	0	14	0	10	24
	Dissatisfied	2	2	2	0	6
Total		30	46	2	22	100

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	52.348^a	9	.000
Likelihood Ratio	39.160	9	.000
Linear-by-Linear Association	6.875	1	.009
N of Valid Cases	100		

a. 7 cells (43.8%) have an expected count of less than 5. The minimum expected count is .12.

Inference: The significant value is 0.05 is less than 0.009 ($0.05 < 0.009$). Hence H1 is rejected and H0 is accepted.

Therefore, there is better 5G coverage during travel.

Correlation

Null hypothesis(H0): There is a significant difference between the attraction of the service provider's feature and the finding of the contact information.

Alternative hypothesis(H1): There is no significant difference between the attraction of the service provider's feature and the finding of the contact information.

Table 7:

Correlations

		How satisfied are you with the data speed provided by your service provider?	How easy was it to find the customer service contact information?
How satisfied are you with the data speed provided by your service provider?	Pearson Correlation	1	.327**
	Sig. (2-tailed)		.001
	N	100	100
How easy was it to find the customer service contact information?	Pearson Correlation	.327**	1
	Sig. (2-tailed)	.001	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Inference: The significant value is 0.05 is greater than the table value of 0.001 ($0.05 > 0.001$). Hence H1 is accepted and H0 is rejected. Therefore, there is no significant difference between the attraction of the service provider's feature and the finding of the contact information.

Regression

To find out the level of satisfaction of the network coverage depends on their overall experience.

NULL HYPOTHESIS (H0): There is the satisfaction of network coverage depends on their overall experience.

ALTERNATE HYPOTHESIS (H1): There is no satisfaction with network coverage depending on their overall experience.

TABLE 8: ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.947	3	11.316	24.349	.000 ^b
	Residual	44.613	96	.465		
	Total	78.560	99			

Coefficients

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.180	.246		4.805	.000
	How satisfied are you with the network coverage when you travel?	.001	.101	.001	.007	.994
	How satisfied are you with the data speed provided by your service provider?	.443	.095	.454	4.657	.000

a. Dependent Variable: How likely are you to recommend your service provider to someone else based on your overall experience?

b. Predictors: (Constant), Overall, how would you rate your experience with your service provider? , How satisfied are you with the network coverage when you travel ?, How satisfied are you with the data speed provided by your service provider?

Inference:The significant value is 0.05 is greater than the table value of 0.000 ($0.05 > 0.000$). Hence H_0 is accepted and H_1 is rejected. Therefore, there is no satisfaction with network coverage depending their overall experience.

ANOVA:ANOVA is used to compare means among two or more groups to determine if there are statistically significant differences between them.

TABLE 9:

Null Hypothesis: There is no significant difference between the attraction of service provider’s feature and the value of the money.

Alternative Hypothesis: There is a significant difference between the attraction of service provider feature and the value of the money.

ANOVA

Which feature of your service provider attracts you more?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.911	3	2.304	2.082	.108
Within Groups	106.249	96	1.107		
Total	113.160	99			

INFERENCE:The significant value is 0.05 is lesser than 0.108. ($0.05 < .108$) Hence H_1 is rejected and H_0 is accepted. There is no significant difference between Therefore, there is no significant difference between the attraction of service provider’s feature and the value of the money.

Suggestions

Compare the network coverage, signal strength, and call quality between Jio and Airtel in various geographical areas. Conduct surveys or analyze existing data to determine which network performs better in terms of reliability and speed. Analyze the data plans and pricing structures of Jio and Airtel. Compare the cost-effectiveness, data limits, validity periods, and additional benefits offered by each provider. Conduct surveys or analyze available demographic data to understand the types of users who prefer Jio and Airtel. Look into factors such as age, income level, location, and usage patterns to identify which provider appeals to different segments. Evaluate the customer satisfaction levels for both providers. Analyze customer reviews, complaints, and resolutions to determine how well Jio and Airtel address user concerns and provide support.

Findings

From the survey 72% of the people are from the age of 18- 25, 14% of the people are from the age between 26-30, 8% of the people are from the age between 31-35, 4% of the people are from the age between 36-35, 2% of the people are above 41. From the survey, the income of the respondents 60%, 20%, 12% and 8% are below 10000, 10000 to 25000, 25000 to 40000 and above 40000



respectively. From the survey, it is interpreted that 42% of the respondents are female, and 58% of the respondents are male. From the survey 24%, 44%, 16%, 16%, 16% of the respondents are from ug, pg, professional course and from others respectively. From the survey it is interpreted that 36% of price, 30% of connectivity, 18% of free SMS, 16% free roaming of respondents has the feature of the service provider that attracts them more. The significant value is 0.05 is less than 0.009 ($0.05 < 0.009$). Hence H1 is rejected and H0 is accepted. Therefore, there is better 5G coverage during travel. The significant value is 0.05 is greater than the table value of 0.001 ($0.05 > 0.001$). Hence H1 is accepted and H0 is rejected. Therefore, there is no significant difference between the attraction of the service provider's feature and the finding of the contact information. The significant value is 0.05 is greater than the table value of 0.000 ($0.05 > 0.000$). Hence H1 is accepted and H0 is rejected. Therefore, there is no satisfaction with network coverage depending on their overall experience. The significant value is 0.05 is lesser than 0.108 ($0.05 < 0.108$). Hence H1 is rejected and H0 is accepted. There is no significant difference between Therefore, there is no significant difference between the attraction of service provider's feature and the value of the money

References

1. D Satyanarayana, Dr. K Sambasiva Rao and Dr. S Krishnamurthy Naidu (2017) The impact of Reliance Jio on Indian mobile industry VOL. 3, ISSUE 3, PART D (2017) International Journal of Applied Research.
2. Mr. Rajesh Kumar and Mr. Bijendra Kumar Puskar (2019) ISBN: 978-93-87793-82-8 In 3rd international conference of new horizons in science, engineering and management and humanities.
3. Mr. N. Venkat, Mr. M. Nagabhaskar, Mr. D. Subbareddy (2017): ISSN – 2455-0620 VOLUME – 3, ISSUE – 9, SEPT. 2017 In International Journal for Innovative Research in Multidisciplinary Field.
4. Dr Meghna Aggarwal, (2019): ISSN: 2454-9150 Special Issue – TMRI – 2019 International Journal for Research and Engineering Application & Management (IJREAM).
5. J. JAYALAKSHMI (2021): ISSN 2581-5369 International Journal of Law Management and Humanities.