"A Comparative Study on the Perception of Customers towards Airtel and Jio mobile network services with Reference to Mysore"

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Abstract

In the recent decade, mobile phone or cellular phone services acted as the growth engines for the Indian telecom sector with continuous increase in the number of subscriptions with variety of services available and also offers. Changes in Government policies have opened up the telecom sector to private players, enhanced the competition and also value-added services to the customers. Due to the enormous growth in the subscription of customers and offers extended by the cellular service providing companies, the impact on the quality of services was obviously debated and discussed. The study concentrates on comparing & determining the customer perception towards leading players of telecom sector i.e., Airtel and Jio mobile networks. The present study it consists of quantitative research with explanative method is the primary kind of research practice implemented on the base of conclusive research design and descriptive statistics is used to identify and examine the relationship within and among variables that helps to generalizations and explain the description close to the object of inquiry. Sampling & Data Collection consists of primary data, gathered with the help of a structured questionnaires on the five point's Likert's scale. Sample size of 120 customers using/used both Airtel and Jio network across the Mysore city are chosen for the study, through non- probability sampling technique; convenient sampling is been used to collect the data. It is found that

demographic factors are independent on perception of individual customers on availing telecom network services from Jio and Airtel network, wherein, they are considered as independent. The study can be concluded in such a way that, the positive feeling customers on various factors indicates there is significance on using the specific network and the negative indicates there is no significance on using the specific network.

Key words: Mobile network service, customer perception, Airtel, Jio.

Introduction

In the recent decade, mobile phone or cellular phone has becomes the growth engines for the Indian telecom sector with continuous increase in the number of subscriptions with variety of services available and also offers. Government policies and opening up of the telecom sector to private players enhanced the competition and also the value-added services to the customers. Due to the enormous growth in the subscription of customers and offers extended by the cellular service providing companies, the impact on the quality of services was obviously debated and discussed. The mobile economy has created a new set of opportunities for the old and traditional markets as well as for the new and young entrepreneurs. Indian mobile economy is steadily increasing its share to the total contribution for GDP figures. Indian telecommunication market is creating new benchmark achievements taking many indices for analysis. It is the second largest market in terms of number of subscribers till and the emergence of Jio network in market as significantly changed the strategies of the other network and also brought a drastic changes in the behaviour of the customers. Many telecom providers like MTNL, BSNL, Airtel, Vodafone-Idea and Jio are major telecom network service providers in India, wherein, these networks are the strong competitors to each other but the strategies of these network providers are not similar and hence their revenue and profit generated are also not similar. Some of the network like Airtel has partnered with Amazon Prime and Netflix to provide highly entertaining content to the mobile users and Reliance Jio has entered into an agreement with 22 Airtel airlines for providing inflight internet connectivity, such that, these networks are trying to differentiate their services by giving innovative and new experiences to their customers.

The study concentrates on Airtel and Jio network service providers, Bharati Airtel is one of the topmost leading telecommunication service providers in India with its operations in 18 different countries spread across Asia and Africa continents. The various services offered by Bharati Airtel are wireless services, mobile based apps, fixed line services, home broadband network services, DTH, enterprise services in the national and international markets. The major rivalry among various service networks, the new entrant and player in the Indian telecom sector is the Reliance Jio has become the largest telecom player in terms of revenue and subscriber base. The company's strategy is very aggressive in terms of number of subscription base. Reliance Jio entered the Indian telecom sector in 2016 with a massive investment of Rs.100000 lakh crore. It was massively criticised as the costly start up. But by 2020, Jio has already witnessed more than Rs.1.52 lakh crore across the investors globally. In conclusion clearly Reliance Jio has disrupted the earlier practices and systems of Indian telecom sector.

Literature Review

M. Saadi, (2019), the author in the studies have enlightened the evolution and growth of various telecom network services and also their strategies to attract and retain the customers by satisfying their needs. The findings of the study indicates that, there is a significance of positive perception of the customers on their satisfaction level with the customers. **T. Arshad (2016),** this paper address about the perception of customers on the various service network in India, wherein, the customers of telecom network services are more happier, if the network providers offer them an advance service quality compare to the other network providers. **H. K. Halling (2016),** in this study the researcher have concentrated on purpose of cell phone users and the effectiveness of network providers to attract the customers to avail the services from the particular network services. **S. Y. Imtiaz (2015),** in this paper the researcher explains the challenges faced by the various telecom network services to attract and also to retain the customer with their specific network, wherein, the rivalry among the telecom network services and the benefits offered to the customers are more and the options available are huge. **Dr. SARIKA .R. LOHANA (2012),** in their study explains about the strategies adopted by the various telecom network service to attract the customers to avail the network service from their respective services, it was found in their study that, network having a good broad band had attracted the customers in large numbers.

Research Methodology

Need for the Study

From the past many decades the advancement of the technology, has significantly influenced the behaviour and the perception of telecom network service customer. Wherein, the customers are very much looking forward for the quality services so as to meet their perception and expectation among the various telecom network services. Hence studying the importance of Airtel network and Jio network gives the clear comparison on the liking of the customers to prefer the network and also the major reasons for choosing the particular as one network is the old and the other is a new entrant to the Indian telecommunication with their own network services.

Objectives:

1. To study the customer's attitude towards Airtel and Jio Network services.

2. To analyse the perception of customers towards Airtel and Jio Network services.

3. To examine the consumer behaviour towards services provided by the Airtel and Jio Network services.

Research Design

The present study consists of quantitative research with explanative method is the primary kind of research practice implemented on the base of conclusive research design and descriptive statistics is used to identify and examine relationship with in and among variables that helps to generalizations and explain the description close to the object of inquiry.

Sampling & Data Collection: The study consists of primary data, gathered with the help of a structured questionnaires on the five point's Likert's scale. Sample size of 120 customers using/used both Airtel and Jio network across the Mysore city are chosen has respondents by the non- probability sampling technique; convenient sampling is been used to collect the data.

Statistical Tools: Analysis of the study is been carried out with the help of SPSS software, wherein tools such as frequency distribution, reliability and graphical analysis are used.

Analysis and Interpretation:

a. Demographic factor Analysis:

Table 1: Demographic Factor Analysis

Demographic Group	Classes	Frequency	JIO Users	Airtel Users
Gender	Male	72	40	32
	Female	48	28	20
Age	Below 25	15	13	2
	25 to 40	60	39	21
	40 to 55	35	18	17
	Above 55	10	7	3
Qualification	PUC	20	16	4
	UG	52	36	16
	PG	30	16	14
	Ph.D.	18	9	9
Occupation	Student	23	18	5
	Service	50	34	16
	Business	37	18	19
	Others	10	8	2
Duration of Network Usage	Below 3 years	34	28	6
	3 to 6 years	45	49	22
	6 to 9 Years	11	0	11
	Above 9 years	4	0	4

The above table describes the demographic factor of the customers selected as respondents across the Mysore city chosen conveniently. The study consists of $7/10^{th}$ of respondents being male and the other $3/10^{th}$ being female. Similarly the breakdown of other demographic factors are as above, further the Chi- Square test for the demographic factors are analysed.

b. Pearson Chi- Square Analysis:

Table 2: Pearson Chi- Square Analysis Gender

	Value	Df	Sig
Pearson Chi-Square	1.436	3	0.347

The above table 2, demonstrates the gender category of individual customers selected as respondents across Mysore city, the chi- square value of 0.347 is greater than 0.05 indicating that, there is no significant relationship among the gender and usage decision of Airtel and Jio network, wherein, it is considered as independent.

Table 3: Pearson Chi- Square Analysis Age

	Value	Df	Sig
Pearson Chi-Square	1.140	4	0.179

The above table 3, demonstrates the age category of individual customers selected as respondents across Mysore city, the chi- square value of 0.179 is greater than 0.05 indicating that, there is no significant relationship among the age group and usage decision of Airtel and Jio network, wherein, it is considered as independent.

Table 4: Pearson Chi- Square Analysis Qualification

	Value	Df	Sig
Pearson Chi-Square	1.536	8	0.731

The above table 4, demonstrates the qualification category of individual customers selected as respondents across Mysore city, the chi- square value of 0.731 is greater than 0.05 indicating that, there is no significant relationship among the qualification group and usage decision of Airtel and Jio network, wherein, it is considered as independent.

Table 5: Pearson Chi- Square Analysis Occupation

	Value	Df	Sig
Pearson Chi-Square	1.302	12	0.247

The above table 5, demonstrates the occupation category of individual customers selected as respondents across Mysore city, the chi- square value of 0.247 is greater than 0.05 indicating that, there is no significant relationship among the occupation group and usage decision of Airtel and Jio network, wherein, it is considered as independent.

b. Anova Analysis to Measure the perceptionsof Customers on availing the network services:

Table 6: Describing the results of Anova Analysis

Factors	Network	Mean of Squares	F- Stat	Sig	Perception
Network Performance and availability	Jio	1.21	1.38	0.01	Positive
	Airtel	1.78	1.93	0.03	Positive
Service Provision	Jio	1.36	1.98	0.04	Positive
	Airtel	1.12	1.33	0.02	Positive
Maintainability of the network	Jio	0.96	1.31	0.02	Positive
	Airtel	1.77	1.61	0.00	Positive
Bandwidth and Internet Speed	Jio	1.56	1.79	0.02	Positive
	Airtel	1.77	1.61	0.19	Negative
Special Offers Provided to the Customers	Jio	1.01	1.34	0.00	Positive
	Airtel	1.13	1.41	0.41	Negative
Billing and Other Needed Services	Jio	0.84	0.99	0.00	Positive
	Airtel	1.49	1.83	0.63	Negative
Effective Problem Solving	Jio	1.17	1.44	0.03	Positive
	Airtel	1.49	1.71	0.41	Negative
Quick delivery of message & call connectivity	Jio	1.83	1.97	0.02	Positive
	Airtel	1.17	1.46	0.03	Positive
Attractive displays, banners, posters, hoardings	Jio	1.32	1.89	0.00	Positive
	Airtel	0.97	1.11	0.72	Negative
Implementation of Feedback from customers	Jio	0.89	1.19	0.01	Positive
	Airtel	1.71	1.93	0.42	Negative
Wide geographical Network Connectivity	Jio	0.96	1.31	0.02	Positive
	Airtel	1.77	1.61	0.00	Positive
Exclusive tariff plans for close groups	Jio	1.01	1.34	0.00	Positive
	Airtel	1.13	1.41	0.41	Negative

The above table 6, demonstrates the perceptions and network availing decision of customers of Jio and Airtel network selected as respondents across Mysore city, Anova table shows the significance value which is lesser than 0.05 indicating that, there is a significant relationship among the customer's perception towards availing services from the Jio and Airtel network services, the above also illustrates the purchasing decision of

customers to avail services for either Jio or the Airtel Network services. The result of positive indicates there is a significance on using the specific network the mentioned reasons and negative indicates there is no significance on using the specific network the mentioned reasons. Hence individual customers are keen on the certain factors for using the specific telecom network services.

Conclusion

The survey result in the study suggests that, there is no significant relationship among the gender and usage decision of Airtel and Jio network, wherein, it is considered as independent, further it indicates that there is no significant relationship among the age group and usage decision of Airtel and Jio network, there is no significant relationship among the respondents with different educational qualification and usage decision of Airtel and Jio network, there is no significant relationship among the occupation group and usage decision of Airtel and Jio network, wherein, it is considered as independent. Such that, it can be concluded that, demographic factors are independent on perception of individual customers on availing telecom network services from Jio and Airtel network, wherein, they are considered as independent. Adding on further, the study can be concluded in such a way that, the positive feeling customers on various factors indicates there is a significance on using the specific network the mentioned reasons and negative indicates there is no significance on using the specific network the mentioned reasons. Hence individual customers are keen on the certain factors for using the specific telecom network services as shown in the Anova table.

Scope for Further Study

This study has mainly concentrated on 2 major networks, Jio and Airtel network services and the respondents are considered from the tier 2 city, i.e. from the Mysore city, wherein, the researchers can concentrate on gathering the data from other tier 2 and tier 1 cities which involves more population and can select more networks for the comparison and also researchers can collect the data from more sample by considering other major networks in Karnataka.

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