

# AN ANALYTICAL STUDY OF CUSTOMER SATISFACTION INFLUENCING BRAND LOYALTY WITH REFERENCE TO TELECOMMUNICATION NETWORK PARTICULARLY (JIO AND AIRTEL)

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**Abstract:** After the globalization of India economy the telecommunication sector remained one of the most happening sectors in India. The recent years witnesses dramatic and rapid changes in the field of telecommunication. In the last few years more and more companies both domestic and international companies, come into cellular service, service market and offers large amount of services to the people. The Indian mobile phone market is highly competitive with more than 150 device manufacturers trying to attract the customers with their schemes and offers. Most of the firms focus their efforts on the low cost featuring offers market, which constitutes over 85 percent of sales of services, offering a huge scope of growth. India added 1.49 million GSM subscribers in July 2016, taking the total GSM user base in India to 702.62 million. In telecom industry, the service providers are the main assets, whereas equipment manufactures analyze the growth. In this light, the present study deals with the consumer preferences and their satisfaction level towards the mobile service providers available in Jaipur, Rajasthan. The present study conducted on 50 mobile phone users of various mobile phone service providers especially key focusing on Reliance JIO and AIRTEL. The results derive from the study indicate the factor that induces the consumer to buy particular mobile phone operator is call tariffs followed by network coverage and speed connectivity. The study also highlights that majority of respondents are satisfied with the value added service provided by the mobile phone service providers. The findings derived from the study will be helpful for mobile phone service providers in deciding and implementing their sales strategy for the promotion of mobile phone services.

**Key words:** telecommunication, GSM, Reliance JIO and AIRTEL, CDMA network.

## 1. INTRODUCTION:

India is the world's second-largest telecommunications market, with 928 million subscribers as on March 2013. The sector's revenue grew by 13.4 per cent to reach US\$ 64.1 billion in FY17. Telecom infrastructure in India is expected to increase at a compound annual growth rate (CAGR) of 20 per cent during 2010-18 to reach 671,000 towers in 2017. Internet traffic in India is expected to reach to 2.5 exabytes per month in 2017 from 393 petabytes per month in 2012, as per a Cisco study. India has a fast-growing mobile services market with excellent potential for the future. With almost five million subscribers amassed in less than two years of operation, India's growth tempo has far exceeded that of numerous other markets, such as China and Thailand, which have taken more than five years to reach the figures India currently holds. The quantity of mobile phones subscribers in the country would exceed 50 million by 2010 and crosses 300 millions by 2016, according to Cellular Operators Association of India (COAI).

- Reliance Communications (RCom) and Tata Teleservices Ltd (TTSL) have joined hands under a 2G intra-circle roaming arrangement. Under the agreement, RCom will use 5,000 towers of TTSL across 14 GSM circles while the latter will gain access to an equal number of towers in RCom's CDMA network to improve its reach
- Bharti Airtel has raised its stake to 51 per cent in four entities of Qualcomm's wireless broadband business in India. In addition, the firm plans to launch an international fibre-optic cable link to boost internet speeds in Bangladesh
- Code Division Multiple Access (CDMA) describes a communication channel access principle that employs spread spectrum technology and a special coding scheme (where each transmitter is assigned a code). It is a spread spectrum signaling, since the modulated coded signal has a much higher bandwidth than the data being communicated. It has been used in many communication device and navigation systems, including the Global Positioning System.

## 2. PROBLEM STATEMENT:

Consumer switching behavior across mobile service providers: Companies' prime focus is to create loyal customers and retaining current customer & get benefitted from them. Customers are switching to other MSP because they are not satisfied. Consumers are not satisfied on account of marketing mix elements.

**3. OBJECTIVES OF STUDY:** This research consists of different objectives. They are as follows:

- ✓ To find out the consumers' satisfaction toward Reliance JIO.
- ✓ To find out the relationship between consumers' loyalty, consumers' foster recommendation and consumers' satisfaction with various services provided by both JIO and AIRTEL

## 4. SCOPE OF STUDY:

- It would help us to know about which service provider is better according to customer
- It helps us to know how many customers are loyal to their brands
- And also helps to find reasons for non –preference of particular brands
- To know the features of a mobile service which attract customer.
- To understand the main problem faced by the customer while using the mobile services

## 5. LITERATURE REVIEW:

- Debnath (2008), in his study, he explained that the prime focus of the service providers is to create a loyal customer base by benchmarking their performances and retaining existing customers.
- “Abhishek Kumar Singh and Malhar Pangrikar “ (2013) did a study titled” A Study Report to find out 4G business in Pune” .In this the study is all about market perception and attitudes toward current service provider and their satisfaction level is also judged.
- Further, Kumar (2008), in his study entitled “Consumer Satisfaction and Discontentment, AIRTEL service” analyzed that at present service marketing plays a major role in national economy. In service sector, telecom industry is the most attractive and attractive.
- Seth et al (2008), in their study titled “Managing the Customer Perceived Service Quality for Cellular Mobile Telephone” analyzed that there is relative importance of service quality attributes and responsiveness.
- Philip Kotler(2008), observed that customer satisfaction is the level of persons felt state resulting from comparing from products perceived performance in relation with customer individual expectations.
- Nandhini (2001) examined that attitude of the respondents using cell phones was not influenced by either education or occupation and income.
- Samuvel (2002) observed that most of the respondents consider size, quality, price, instrument servicing are an important factors for selecting the handset while majority of the respondents are satisfied over the payment system, quality of services, coverage area and the process of attending the complaints regarding their mobile service provider.
- Haque et al (2007) suggested that price, service quality, product quality & availability, and promotional offer play a main role during the time to choose telecommunication service provider.
- Fernandez (2007) in their study titled “Understanding Dynamics in an Evolving Industry: Case of Mobile VAS in India” analyzed that Mobile Value Added Services (VAS) is a rising star in the fast growing wireless business Our literature and industry review indicates that - while the value chain of industry is complicated yet one can observe the bipolar nature of bargaining powers between mobile network operators and content aggregators.
- Kalpana and Chinnadurai (2006) in their study titled “Promotional Strategies of Cellular Services: A Customer Perspective” analyzed that the increasing competition and changing taste and preferences of the customer's all over the world are forcing companies to change their targeting strategies.

## 6. METHOD:

**Research type:** A research Type is purely based on research design .Research Design is simply the frame work of plan for a study. Application and Satisfaction are the main characteristic in a research design. Here this study uses the descriptive type of research design.

The characteristic features of research are as follows: –

- Flexible Design
- Non-Probability Sampling Design
- No pre-planned design for analysis
- Unstructured instruments for collection of data
- No fixed decisions about the operational procedure

Descriptive Design can be divided into two main categories

- Case Method
- Statistical Method

**Data collection:**

This is of generally two types-

- 1) Primary Data
- 2) Secondary Data

**Primary Data:** Those data which are mostly fresh that is collected for the first time and happens to be original in character. It is collected from the process of questionnaire and interview

**Secondary Data:** Those data which are already collected by someone else and already been processed through statistical means. In this research secondary data is collected from company sales, production and other records

The data as collected through primary source that is questionnaire method and personal interview. And finally analysis is done through the tabular and graphical representation.

**Sample Size:**

In this research the total sample size I had covered is 50 that is,

$$\text{SAMPLE SIZE (n)} = 50$$

And the sample units are customers

**6. ANALYSIS:**

Table 1-

| JIO Feature       | % of respondents | No. of Respondents |
|-------------------|------------------|--------------------|
| Connectivity      | 28.57            | 10                 |
| Unlimited Calling | 51.4             | 18                 |
| VAS               | 8.57             | 3                  |
| Others            | 11.4             | 4                  |

From the above table it can be concluded that most of most customers ae using JIO due to ts basic services like better connectivity, unlimited calling features and other value added services like JIO Tv, JIO Mag, and other applications.

Hypothesis - Reliance JIO has created brand loyalty due to better connectivity and by providing best services

Null Hypothesis-Reliance JIO has not created brand loyalty due to better connectivity and by providing best services.

Test of Hypothesis

| Chi-Square Tests             |       |    |              |
|------------------------------|-------|----|--------------|
|                              | Value | df | Significance |
| Pearson Chi-Square           | 10.48 | 4  | .009         |
| Likelihood Ratio             | 3.997 | 4  | .007         |
| Linear-by-Linear Association | 2.659 | 1  | .103         |

Here, significance value is 0.009 which is less than 0.05. So, null hypothesis is rejected and alternative hypothesis is accepted. So, test shows that Reliance JIO has created brand loyalty by providing better connectivity and best services.

TABLE 2-

| Do you think AIRTEL provide better service then JIO | % of respondent | No. of respondent |
|---|-----------------|-------------------|
| Yes   | 42.8            | 20                |
| No  | 57.14           | 30                |

From the table it can be concluded that more percentage of people still uses JIO and there are less people who uses JIO but after sometime they switch to AIRTEL services but these fraction have been increasing.

Hypothesis-People think that AIRTEL provide better services then JIO

Null hypothesis-People do not think AIRTEL provide better services than JIO

| Chi-Square Tests   |        |    |              |
|--------------------|--------|----|--------------|
|                    | Value  | df | Significance |
| Pearson Chi-Square | 19.046 | 12 | .087         |

|                              |        |    |      |
|------------------------------|--------|----|------|
| Likelihood Ratio             | 22.205 | 12 | .035 |
| Linear-by-Linear Association | .051   | 1  | .821 |

Here, significance value is 0.087 which is greater than 0.05. So, here there is not enough evidence to reject null hypothesis. So, test shows that most people do not consider that AIRTEL provide better service then JIO

**7. FINDINGS:**

- Customers’ loyalty depends on Basic Services, Value Added Services and Convenience provided by the MSPs.
- More number of users is using Pre-paid service than Post-paid service.
- While conducting the survey it is found that 65.35% are satisfied with JIO services. And 34.55% are not satisfied. Because they still have the lot of network congestion is there
- Reliance JIO has wide market in Jaipur.
- The unlimited calling feature of Reliance JIO has attracted the customer most.
- Reliance JIO is currently the market leader in the Jaipur region. They actually enhanced the market share.
- Better network connectivity is available in Jaipur
- Customers’ loyalty depends on Basic Services, Value Added Services and Convenience provided by the network providers.
- AIRTEL may gain the future market share if they efficiently apply their strategy
- As AIRTEL is previously leading this telecommunication field might overcome their failure and take advantage over JIO.

**8. CONCLUSION:**

We have studied the Indian telecom industry by concentrating on mobile service providers, and observed that there is high competition among the players in the industry. All the players are giving special offers and schemes as per the market conditions to maximize their subscriber base.

Reliance JIO has become a very successful brand in India and providing customer satisfaction is to be there 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. Because 3G services was unable to meet customer needs. These is the reason 4G has been evolved for Indian customers.

But from the data using it is obvious that in the recent time JIO has increased their complaint from customers because of its network congestion and other drawbacks. That’s why it is losing some market share.

And AIRTEL as we all know it was one of the firms and may any time lead the competitor if they come up with the effective strategy. Let us give you one example when JIO launches its own 4G phone worth Rs.1500 then AIRTEL also launched worth 2500 but AIRTEL is gaining market share in this field because in AIRTEL phone one can use WHATSAPP feature. Thus with the help of such strategy AIRTEL might regain their market.

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