

**A**  
**PROJECT REPORT**  
**ON**

**“A COMPARATIVE STUDY ON CUSTOMER SATISFACTION OF**  
**JIO & AIRTEL”**

Submitted to

**G.S COLLEGE OF COMMERCE AND ECONOMICS**  
**(AUTONOMOUS), NAGPUR**

Affiliated to

**RASHTRASANT TUKDOJI MAHARAJ UNIVERSITY, NAGPUR**

In partial fulfillment for the award of the degree of

**Bachelor of Business Administration**

Submitted by

**NEEDA SHEIKH**

Under the Guidance of

**Dr. PRAGATI PANDEY**

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**G.S College of Commerce and Economics (Autonomous),**  
**Nagpur**

**Academic year 2023-24**



**G.S College of Commerce and Economics (Autonomous),**  
**Nagpur**

**Academic year 2023-24**



**CERTIFICATE**

This is to certify that “NEEDA SHEIKH” has submitted the project report titled “**A COMPARATIVE STUDY ON CUSTOMER SATISFACTION OF JIO & AIRTEL**”, towards partial fulfilment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that she has ingeniously completed her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

**Dr. PRAGATI PANDEY**

**(Project Guide)**

**DR. AFSAR SHEIKH**

**(Co-Ordinator)**

**Place: Nagpur**

**Date:**

**G.S College of Commerce and Economics (Autonomous),**  
**Nagpur**

**Academic year 2023-24**



**DECLARATION**

I here-by declare that the project with title “**A COMPARATIVE STUDY ON CUSTOMER SATISFACTION JIO & AIRTEL**”, has been completed by me in partial fulfilment of ‘**BACHELOR OF BUSINESS ADMINISTRATION**’ degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

**NEEDA SHEIKH**

**Place: Nagpur**

**Date:**

**G.S College of Commerce and Economics (Autonomous),**  
**Nagpur**



**Academic year 2023-24**

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I would like to thank all those who helped me in making this project report complete and successful.

**NEEDA SHEIKH**

**Place: Nagpur**

**Date:**

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# **CHAPTER 1**

## **INTRODUCTION**

## **INTRODUCTION**

**This research is conducted on the basis of growing competition on the mobile sector. The biggest competitor of mobile sector in India are “Reliance Jio & Airtel”. This Research is conducted to analyze who is better and why?**

Currently, India is the world’s second-largest telecommunications market with a total telephone subscriber base of 1,179.21 million in August 2023. And has registered strong growth in the last decade. The Indian mobile economy is growing rapidly and will contribute substantially to India’s Gross Domestic Product (GDP) according to a report prepared by GSM Association (GSMA) in collaboration with Boston Consulting Group (BCG). In 2019, India surpassed the US to become the second-largest market in terms of the number of app downloads.

The liberal and reformist policies of the Government of India have been instrumental along with strong consumer demand in the rapid growth of the Indian telecom sector. The Government has enabled easy market access to telecom equipment and a fair and proactive regulatory framework that has

ensured the availability of telecom services to consumers at affordable prices. The deregulation of Foreign Direct Investment (FDI) norms have made the sector one of the fastest-growing and the top five employment opportunity generator in the country.



### **Telecom Industry in India**

- India is currently the 2nd largest telecommunication market and has the 3rd highest number of internet users in the world.
- India is one of the largest data consumers globally. It has the highest data usage per smartphone at an average of 9.8 GB per month.



- With 70% of the population staying in rural areas and with rural subscribers forming 43.69 % of the total telephone subscribers of January 2020, India's rural market will be key to growth in the coming years.
- The Government of India unveiled the National Digital Communications Policy, 2018 in September 2018. The policy aimed to attract US \$ 100 billion worth of investment and generate 4 million jobs in the sector by 2022.
- The government of India launched the National Broadband Mission with an aim to provide Broadband access to all villages by 2022.
- India's telephone subscriber base expanded at a CAGR of 19.16 percent, reaching 1188.5 million during FY07–1.

# **CHAPTER 2**

# **COMPANY PROFILE**



## RELIANCE JIO



Jio's headquarters in RCP, Navi Mumbai

<b>Trade name</b>	Reliance Jio Infocomm Limited
<b>Company type</b>	Subsidiary
<b>Industry</b>	Telecommunications
<b>Founded</b>	15 February 2007; 17 years ago
<b>Founder</b>	Mukesh Ambani
<b>Headquarters</b>	Reliance Corporate Park, Ghansoli, Navi Mumbai, Maharashtra India.

<b>Area served</b>	India
<b>Key people</b>	Akash Ambani (Chairman) Sandip Das (Managing Director)
<b>Products</b>	Fixed-line telephone Mobile telephony Wireless broadband Internet services Mobile phones OTT services
<b>Revenue</b>	▲₹115,099 crore (FY 2022–23)
<b>Operating income</b>	▲₹34,035 crore (US\$4.3 billion) (FY 2020–21)
<b>Net income</b>	▲₹12,537 crore (US\$1.6 billion) (FY 2020–21)
<b>Total assets</b>	▲₹305,965 crore (US\$38 billion) (FY 2020–21)
<b>Owner</b>	Reliance Industries
<b>Members</b>	▲42.62 crore (426.2 million) (31 March)
<b>Parent</b>	Jio Platforms
<b>Subsidiaries</b>	LYF
<b>Website</b>	jio.com

## About Jio

**Jio** is an Indian telecommunications company and a subsidiary of Jio Platforms, headquartered in Navi Mumbai, Maharashtra. It operates a national LTE network with coverage across all 22 telecom circles. Jio offers 4G and 4G+ services all over India and 5G service in many cities. Its 6G service is in the works.

Jio soft launched on 27 December 2015 with a beta for partners and employees, and became publicly available on 5 September 2016. It is the largest mobile network operator in India and the third largest mobile network operator in the world with over 42.62 crore (426.2 million) subscribers.

In September 2019, Jio launched a fiber to the home service, offering home broadband, television, and telephone services. As of September 2020, Reliance Industries has raised ₹1.65 lakh crore (equivalent to ₹1.9 trillion or US\$24 billion in 2023) by selling nearly 33% equity stake in Jio Platforms.

## History

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

crore (equivalent to ₹110 billion or US\$1.3 billion in 2023). 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 license 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\$21 million) which was arbitrary and unreasonable, and contributed to a loss of ₹2,284.2 crore (US\$290 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.

## Products and services

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### ➤ Mobile broadband



The company launched its 4G broadband services throughout India in September 2016. It was slated to release in December 2015 after some reports said that the company was waiting to receive final permits from the government. Jio offers fourth-generation (4G) data and voice services, along with peripheral services like instant messaging and streaming movies and music. On 5 October 2022, it launched 5G services to Delhi, Mumbai, Kolkata, Chennai, Varanasi, Siliguri, Bangalore, Hyderabad and Nagpur.

## ➤ Jio Fiber



In August 2018, Jio began to test a new triple play fiber to the home service known tentatively as Jio GigaFiber, including broadband internet with speeds ranging from 100 to 1000 Mbit/s, as well as television and landline telephone services.

In August 2019, it was announced that the service would officially launch on 5 September 2019 as JioFiber, in honor of the company's third anniversary. Jio also announced plans to offer streaming of films still in theatres ("First Day First Show") to eligible JioFiber subscribers.

In the year 2015, the company has a network of more than 250,000 km (160,000 mi) of fiber optic cables in the country, over which it will be partnering with local cable operators to get broader connectivity for its broadband services.



## ➤ JioAirFiber



In August 2023, in the Reliance AGM, the chairman of Reliance has announced that the JioAirFiber eliminates the need for the last mile fiber cable connectivity by making the use of Jio 5G wireless network and the product was made available for purchase from 19 September 2023.

The company has started installing JioAirFiber devices from 1st October 2023.

## **Jio Branded Devices**

### **➤ LYF smartphones**



In June 2015, Jio entered into an agreement with domestic handset maker Intex to supply 4G handsets capable of voice over LTE (VoLTE). However, in October 2015, Jio announced that it would be launching its own mobile handset brand named LYF.

On 25 January 2016, the company launched its LYF smartphone series starting with Water 1, through its chain of electronic retail outlets, Retail. Three more handset models have been released so far, namely Water 2, Earth 1, and Flame

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## ➤ Jio Phone



The Jio Phone is a 4G and VoLTE enabled feature phone from Reliance. It has a single Nano-SIM slot and works only on the Reliance Jio network. It has a 2.4-inch display with a resolution of 240 x 320 pixels. It had a D-pad for navigation and a number pad for dialing and typing. Powering the phone is a dual-core processor along with 512MB of RAM. There is 4GB of internal storage which is shared between user storage, apps and software updates. Storage is expandable via a micro SD card slot upto 128GB. The phone runs on KaiOS and has all Jio apps preinstalled. It also has a basic voice assistant.

## ➤ JioFi



JioFi is a portable broadband device brought by Reliance Digital. The JioFi device allows multiple users and mobile devices to access Jio's 4G high-speed internet connectivity and create a personal Wi-Fi hotspot.

## ➤ JioTag



JioTag, an affordable object tracker, was introduced by Reliance Jio in India. By utilizing Bluetooth 5.1 technology and the JioThings app, JioTag assists in locating lost items and alerts you when you inadvertently leave your connected device behind.

## Jio apps

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In May 2016, Jio launched a bundle of multimedia apps on Google Play as part of its upcoming 4G services. While the apps are available to download for everyone, a user will require a Jio SIM card to use some of them. Notable apps include:

- **My Jio** – manage Jio account and digital services associated with it
- **Jio Sphere** (*formerly Jio Pages*) – a web browser for Android device with VPN.
- **Jio Chat** – instant messaging app
- **Jio Cinema** – OTT Platform.
- **Jio Cloud** – cloud-based backup tool
- **Jio Health Hub** – health services app

- **Jio News** – e-reader for news
- **Jio Meet** – video-conferencing platform
- **Jio Money** – online payments/wallet app
- **Jio Saavn** – for online and offline music streaming in English and Indian languages
- **Jio Security** – security app
- **Jio TV** – TV Channels streaming service
- **Jio Call** – VoLTE phone simulator
- **Jio Mart** - Online shopping app
- **Jio Games** - gaming platform
- **Jio POS Lite** - Earn by helping

Within the first month, Jio announced that it had acquired 1.6 crore (16 million) subscribers and has crossed 5 crore (50 million) subscriber mark in 83 days since its launch, subsequently crossing 100 million subscribers on 22 February 2017. By October 2017, it had about 13 crore (130 million) subscribers.

On 5 October 2022, it has launched 5G services to Delhi, Mumbai, Kolkata and Chennai. As of March 2023, Jio 5G service was available in 365 cities across India. As of April 2023, 5G service was available across 2,500+ cities in India. In August 2023, it was announced that Jio had completed its rollout of 5G services nationwide, ahead of schedule.

**BHARTI AIRTEL****Bharti Airtel**

<b>Company type</b>	Public
<b>Traded as</b>	BSE: 532454 NSE: BHARTIARTL BSE SENSEX Constituent NSE NIFTY 50 Constituent
<b>Industry</b>	Telecommunications
<b>Founded</b>	7 July 1995; 28 years ago
<b>Founder</b>	Sunil Mittal
<b>Headquarters</b>	Nelson Mandela Road, Vasant Kunj, New Delhi, India
<b>Area served</b>	Worldwide
<b>Key people</b>	Sunil Mittal (Chairman)



	Gopal Vittal (MD & CEO)
<b>Products</b>	Fixed line telephone Mobile telephony Broadband Satellite television Payments bank Digital television Internet television IPTV
<b>Revenue</b>	▲ ₹140,081.40 crore (US\$18 billion) (2023)
<b>Operating income</b>	▲ ₹17,230.50 crore (US\$2.2 billion) (2023)
<b>Net income</b>	▲ ₹8,345.90 crore (US\$1.0 billion) (2023)
<b>Total assets</b>	▲ ₹446,633.20 crore (US\$56 billion) (2023)
<b>Total equity</b>	▲ ₹77,562.90 crore (US\$9.7 billion) (2023)
<b>Owners</b>	Bharti Telecom (39.94%) SingTel (10.51%) Indian Continent Investment Limited (4.56%) Free float (45%)
<b>Website</b>	airtel.in

## About Airtel (Bharti Airtel Ltd.)



**Bharti Airtel Limited**, commonly known as **Airtel**, is an Indian multinational telecommunications services company based in New Delhi. It operates in 18 countries across South Asia and Africa, as well as the Channel Islands. Currently, Airtel provides 5G, 4G and LTE Advanced services throughout India. Currently offered services include fixed-line broadband, and voice services depending upon the country of operation. Airtel had also rolled out its Voice over LTE (VoLTE) technology across all Indian telecom circles. It is the second largest mobile network operator in India and the second largest mobile network operator in the world. Airtel was named India's 2nd most valuable brand in the first ever Brands ranking by Millward Brown and WPP plc.

Airtel is credited with pioneering the strategic management of outsourcing all of its business operations except marketing, sales and finance and building the 'minutes factory' model of low cost and high volumes. The strategy has since been adopted by several operators. Airtel's equipment is provided and maintained by Ericsson, Huawei, and Nokia Networks whereas IT support is provided by Amdocs. The transmission towers are maintained by subsidiaries and joint venture companies of Bharti including Bharti Infratel (merged with Indus Towers) and Indus Towers in India. Ericsson agreed for the first time to

be paid by the minute for installation and maintenance of their equipment rather than being paid up front, which allowed Airtel to provide low call rates of ₹1 (1.3¢ US)/minute

## History

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In 1984, Sunil Mittal started assembling push-button phones in India, which he earlier used to import from a Singaporean company, Singtel, replacing the old-fashioned, bulky rotary phones that were in use in the country then. Bharti Telecom Limited (BTL) was incorporated and entered into a technical tie-up with Siemens AG of Germany for the manufacture of electronic push-button phones. By the early 1990s, Bharti was making fax machines, cordless phones and other telecom gear. He named his first push-button phone as 'Mitbrau'.

In 1992, he successfully bid for one of the four mobile phone network licenses auctioned in India. One of the conditions for the Delhi cellular licenses was that the bidder have some experience as a telecom operator. So, Mittal clinched a deal with the French telecom group Vivendi. He was one of the first Indian entrepreneurs to identify the mobile telecom business as a major growth area. His plans were finally approved by the Government in 1994 and he launched services in Delhi in 1995, when Bharti Cellular Limited (BCL) was formed to offer cellular services under the brand name Airtel. Within a few years, Bharti became the first telecom company to cross the 2 million mobile subscriber

mark. Bharti also brought down the STD/ISD cellular rates in India under the brand name 'India one'.

In 1999, Bharti Enterprises acquired control of JT Holdings, and extended cellular operations to Karnataka and Andhra Pradesh. In 2000, Bharti acquired control of Sky cell Communications, in Chennai. In 2001, the company acquired control of Spice Cell in Kolkata. Bharti Enterprises went public in 2002, and the company was listed on Bombay Stock Exchange and National Stock Exchange of India. In 2003, the cellular phone operations were re-branded under the single Airtel brand. In 2004, Bharti acquired control of Hexacom and entered Rajasthan. In 2005, Bharti extended its network to Andaman and Nicobar. This expansion allowed it to offer voice services all across India.

Airtel launched "Hello Tunes", a caller ring back tone service (Ringing Tone), in July 2004 becoming the first operator in India to do so. The Airtel theme song, composed by A.R. Rahman, was the most popular tune in that year.

In May 2008, it emerged that Airtel was exploring the possibility of buying the MTN Group, a South Africa-based telecommunications company with coverage in 21 countries in Africa and the Middle East. *Financial Times* reported that Bharti was considering offering US\$45 billion for a 100% stake in MTN, which would be the largest overseas acquisition ever by an Indian firm. However, both sides emphasize the tentative nature of the talks, while *The Economist* magazine noted, "If anything, Bharti would be marrying up," as MTN has more subscribers, higher revenues and broader geographic

coverage. However, the talks fell apart as MTN Group tried to reverse the negotiations by making Bharti almost a subsidiary of the new company. In May 2009, Bharti Airtel again confirmed that it was in talks with MTN and the companies agreed to discuss the potential transaction exclusively by 31 July 2009. Talks eventually ended without agreement, some sources stating that this was due to opposition from the South African government.

Logo used by Airtel from 1995 to 2002  
 Logo used by Airtel until November 2010  
 Former logo used Airtel from 2010 to 2024

In 2009, Airtel launched its first international mobile network in Sri Lanka. In June 2010, Bharti acquired the African business of Zain Telecom for \$10.7 billion making it the largest ever acquisition by an Indian telecom firm. In 2012, Bharti tied up with Walmart, the US retail giant, to start a number of retail stores across India. In 2014, Bharti planned to acquire Loop Mobile for ₹7 billion (US\$88 million), but the deal was called off later.

On 18 November 2010, Airtel rebranded itself in India in the first phase of a global rebranding strategy. The company unveiled a new logo with 'airtel' written in lower case. Designed by London-based brand agency, Super union, the new logo is the letter 'a' in lowercase, with 'airtel' written in lowercase under the logo. On 23 November 2010, Airtel's Africa operations were rebranded to 'airtel'. Sri Lanka followed on 28 November 2010 and on 20 December 2010, Warid Telecom rebranded to 'airtel' in Bangladesh.

## Different Product and Services by Airtel.

### ➤ Broadband



Airtel provides broadband internet access through fiber, DSL, internet leased lines and MPLS (multiprotocol label switching) solutions, as well as IPTV and fixed line telephone services. Until 18 September 2004, Bharti provided fixed line telephony and broadband services under the Touchtel brand. Bharti now provides all telecom services including fixed line services under the common brand Airtel. As of June 2019, Airtel provides Telemedia services; in 99 cities. As on 30 June 2019, Airtel had 2.342 million broadband subscribers

➤ Digital television



[Airtel digital TV](#)

The [Digital Television](#) business provides Direct-to-Home (DTH) TV services across India under the brand name [Airtel digital TV](#). It started services on 9 October 2008 and had about 16.027 million customers at the end of June 2019.

## ➤ Banking



### *Airtel Payments Bank*

Airtel Payments Bank was launched in January 2017, by Bharti Airtel, India's largest telecom provider, to support the cashless revolution promised by the Government of India.

With Airtel Payments Bank, you can:

- Open a Savings Bank account at any of our 5 lakh+ banking points
- Get free personal accident insurance cover of Rs 1 Lac
- Earn up to 7.0% rate of interest
- Get an online debit card
- Withdraw cash through our banking points or select bank ATMs
- Buy third party insurance products
- Transfer money to any bank account in India through IMPS or UPI
- Recharge prepaid mobiles/DTH and pay utility bills (electricity, water, gas, postpaid, etc.



➤ Airtel Xstream Air Fiber



Airtel launched its fixed wireless broadband service -- Xstream Air Fiber -- in India. The service relies on the company's 5G network and is currently available in select cities. Right now, as per the website, the services are available in Noida and Ghaziabad. And, the company is expected to make it available to more regions soon. Bharti Airtel's Xstream Air Fiber service, operating on 5G Fixed-Wireless Access (FWA), now boasts a 100 Mbps speed option for customers. Previously confined to a prepaid 6-month offering, the service has expanded to include a 12-month plan, providing subscribers with more flexibility.

## Airtel Money:

**pay for anything with  
airtel money**



Airtel has started a new m-Commerce platform called Airtel Money in collaboration with Infosys and Smart trust (now Giesecke & Devrient). The platform was launched on 5 April 2012, at Infosys' headquarters in Bangalore. Using Airtel Money, users can transfer money, pay bills and perform other financial transactions directly on the mobile phone.

**Airtel Business:** Airtel Business, the B2B arm of Bharti Airtel, has rolled out a first of its kind dedicated digital platform to serve the growing connectivity, communication and collaboration requirements of emerging businesses, including SMEs and startups. The digital platform will offer solutions to emerging enterprises to enable ease of business and faster time to market

**Mobile services:** In India Airtel offers 2G, 3G, 4G VoLTE, 5G wireless services, etc. It is the second largest mobile network operator in India and the second largest mobile network operator in the world. Airtel operates in all telecom circles of India. Airtel operates in all telecom circles of India

**3G:** Airtel's 3G service offers moderate data speeds, extensive coverage, affordability, device compatibility, and serves as a reliable backup option in areas with limited 4G or 5G coverage.

**4G:** Airtel's 4G service offers fast internet speeds, extensive coverage, advanced technology, affordable plans, and device compatibility, making it a reliable choice for users seeking high-speed connectivity.

**5G:** Airtel's 5G service delivers ultra-fast internet speeds, minimal latency, and enhanced network capacity, providing users with seamless connectivity for various online activities.

**Tele-media services:** The group offers high-speed broadband with the best in class network. With fixed line services in 87 cities, we help you stay in touch with your friends & family and keep you updated round the clock.

## Airtel Apps



- **Airtel Thanks:** loyalty program app offering rewards and benefits.
- **Airtel Xstream:** Streaming apps for movies, TV shows, and live TV.
- **Airtel TV:** Similar to Airtel Xstream, offering entertainment contents.
- **Airtel secure:** Security app offering features like antivirus and phone optimization.

- **Airtel Payment Bank:** Apps for managing banking services and making payments.
- **Airtel cloud:** Cloud storage service for backing up data.
- **Airtel Wynk Music:** Music streaming app.
- **Airtel Care:** Customer support app for managing your Airtel services and account.
- **Airtel Call Manager:** App for managing call and calls related features.

# **CHAPTER 3**

## **LITERATURE REVIEW**

## LITERATURE REVIEW

Customer satisfaction is a critical aspect of the telecommunications industry, influencing brand loyalty, retention, and profitability. This review aims to synthesize existing literature pertaining to the comparative analysis of customer satisfaction between Airtel and Jio, two prominent players in the Indian telecom market.

1. Network Performance and Coverage: Research by Gupta and Sharma (2019) highlights the significance of network performance and coverage in shaping customer satisfaction. Studies have examined factors such as call quality, data speed, signal strength, and coverage availability provided by Airtel and Jio, identifying correlations between network reliability and overall customer satisfaction levels.
2. Service Quality and Customer Experience: The quality of service and customer experience are key determinants of satisfaction in the telecom sector. Analysis by Mishra et al. (2020) explores customers' perceptions of service responsiveness, issue resolution, billing accuracy, and interaction with customer support representatives of Airtel and Jio, shedding light on areas of strength and improvement for both operators.

3. Value-added Services and Offerings: Beyond basic connectivity, value-added services play a crucial role in enhancing customer satisfaction. Studies by Singh and Verma (2021) delve into the range and quality of digital content, entertainment platforms, bundled packages, and loyalty programs offered by Airtel and Jio, assessing their impact on customer satisfaction and loyalty.
  
4. Price Sensitivity and Affordability: Price sensitivity and affordability significantly influence customer satisfaction and brand choice. Analysis by Kumar and Jain (2022) evaluates the pricing strategies, tariff plans, discounts, and promotional offers of Airtel and Jio, examining their competitiveness and perceived value proposition among consumers with varying income levels and usage patterns.



# **CHAPTER 4**

## **RESEARCH STUDY**

## **PROBLEM STATEMENT**

The Indian telecom sector is characterized by intense competition between key players such as Airtel and Jio. However, there is a lack of comprehensive analysis comparing the performance, services, and customer satisfaction levels of these providers. This study aims to address this gap by conducting a comparative analysis of Airtel and Jio, focusing on network coverage, data speed, pricing strategies, customer service quality, and overall customer satisfaction. The findings will help stakeholders understand the competitive landscape and make informed decisions regarding telecom services in India.

## **OBJECTIVES OF THE STUDY**

- To find out the factors that influence the customer satisfaction on Airtel and Jio services.
- To compare the level of customer satisfaction towards of Airtel and Jio services.
- To study the source of information on Airtel and Jio services.

## **SCOPE OF THE STUDY**

- The study covers customer of reliance Jio and Airtel in the areas of Nagpur city.
- The study makes efforts to ascertain the satisfaction level of customer Reliance Jio and Airtel only.

## **HYPOTHESIS**

- **HYPOTHESIS 1-**

H0- There is no significant difference between income and satisfaction Level.

H1- There is a significant difference between income and satisfaction Level.

- **HYPOTHESIS 2-**

H0- There is no significant difference between age and awareness level.

H1- There is a significant difference between age and awareness level.

## **LIMITATIONS OF THE STUDY**

- The study is conducted on Airtel and Jio located at Nagpur city with 100 respondents.
- The study of the project is only limited to these two Companies that is Airtel and Jio.
- Limited sample size.

**CHAPTER 4**  
**RESEARCH METHODOLOGY**

## RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem .It may be understood as a science of studying how research is done scientifically. In it we study various steps that are generally adopted by researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods/techniques but also the methodology.

- **Sample Size:**

The present study consisted of 100 customers. Random sampling was done among the telecom service users.

- **Sampling Area:**

The research is done in the Nagpur city only.

- **Collection of data:**

Data was collected from both primary and secondary data collection methods.

- **Source of data**

The study is based on both primary and secondary data.

**Primary data:**

Primary data are first-hand information and are those collected freshly and for the first time and happen to be original in character. The primary data for the study is to be collected from 100 respondents from Nagpur city with the help of a properly designed questionnaire.

**Secondary data:**

Secondary data is second hand information. The data which have already been collected and processed by some agency or persons and are not used for the first time are termed as secondary data. It has been collected through the books, journals, documents, websites, articles, research papers, and other publications.

- **Tools and techniques:**

The data was collected through questionnaire method. Again, the Research is descriptive type. The analysis is done through the tabular and Graphical representation.

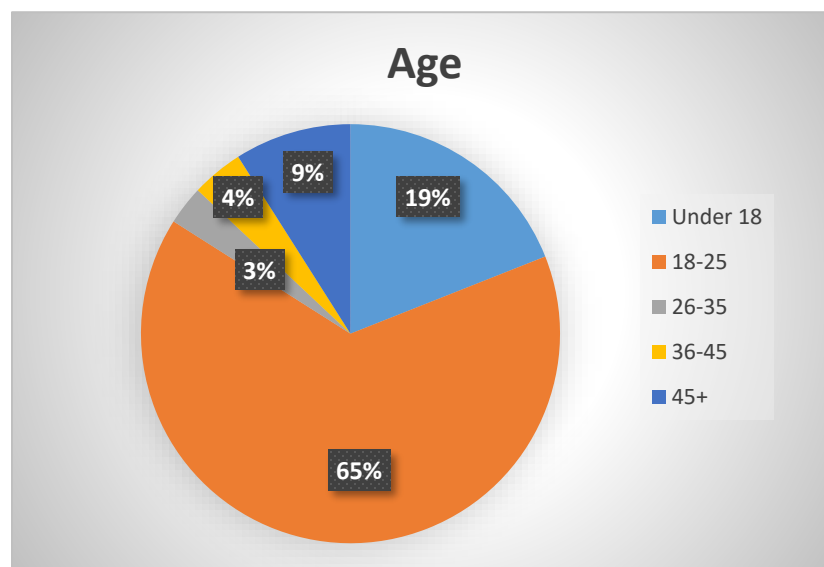


**CHAPTER 5**  
**DATA ANALYSIS & INTERPRETATION**

## 1. Table showing age group of users.

**Table 1**

Age Group	Responds	Percentage
Under 18	19	19%
18-25	65	65%
26-35	3	3%
36-45	4	4%
45+	9	9%
<b>Total</b>	<b>100</b>	<b>100%</b>



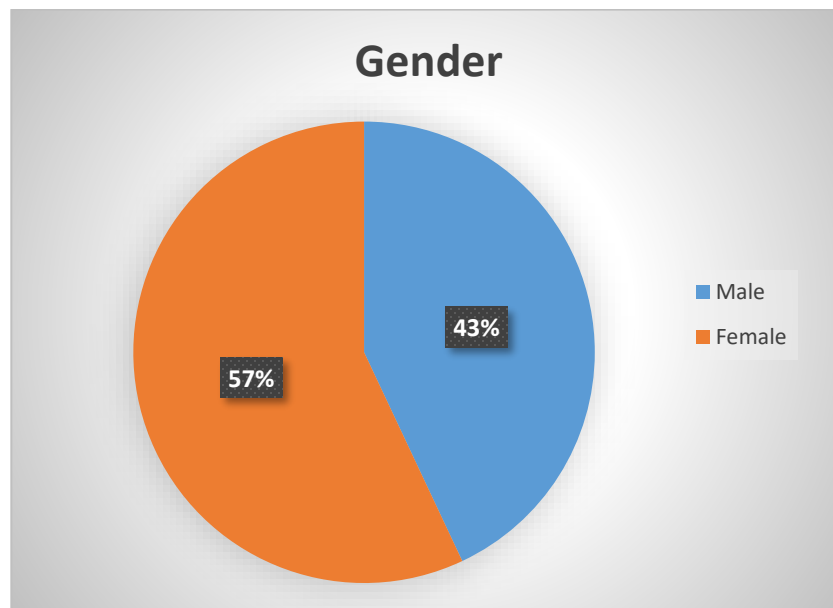
### INTERPRETATION:

The analysis shows that out of 100 respondents, 19% respondents are under 18 years, 65% respondents are 18-25 years, 3% respondents are 26-35 years, 4% respondents are 36-45 years and 9% respondents are 45 and above years.

## 2. Table Showing Gender of Users.

**Table 2**

<b>Gender</b>	<b>Responds</b>	<b>Percentage</b>
Male	43	43%
Female	57	57%
<b>Total</b>	<b>100</b>	<b>100%</b>



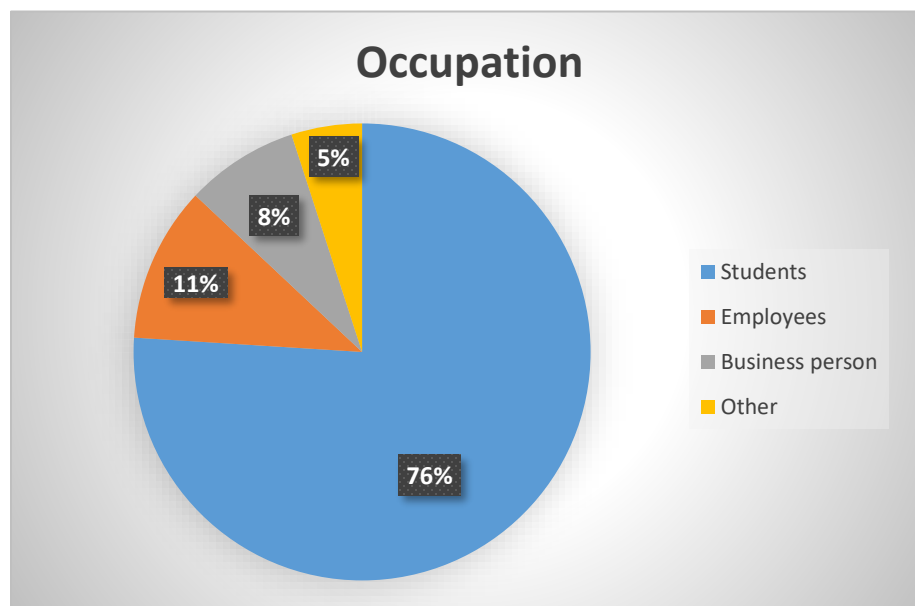
### **INTERPRETATION:**

The analysis shows that out of 100 respondents about 43% are males and 57% are females.

### 3. Table showing occupation of the users.

**Table 3**

<b>Occupation</b>	<b>Responds</b>	<b>Percentage</b>
Students	76	76%
Employees	11	11%
Business Persons	8	8%
Others	5	5%
<b>Total</b>	<b>100</b>	<b>100%</b>

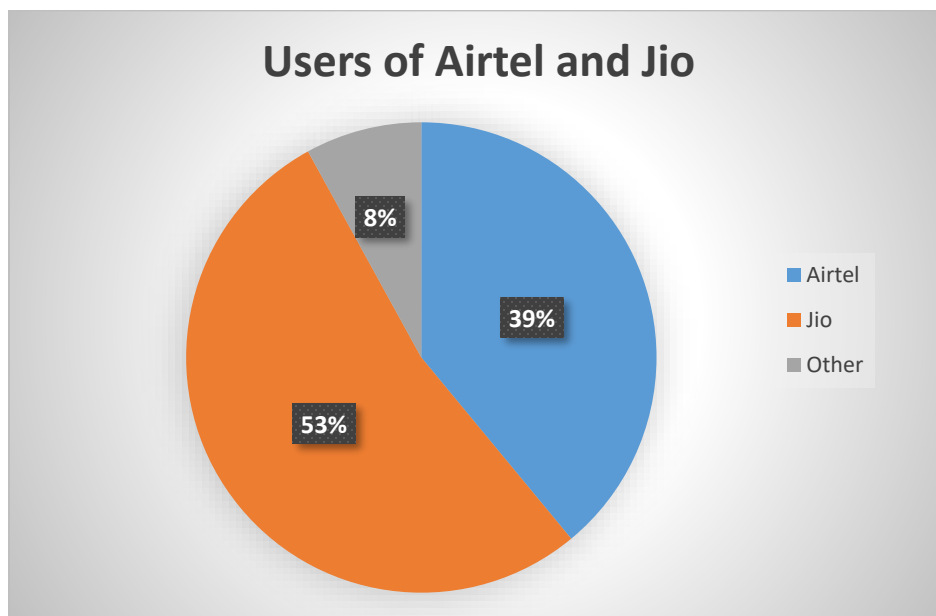


#### **INTERPRETATION:**

The chart shows that out of 100 respondents in that 76% respondents are students, 11% respondents are employees, 8% respondents are business persons and 5% respondents are others.

#### 4. Which network do you currently use?

Attributes	No. of respondents	Percentage
Airtel	39	39%
Jio	53	53%
Others	8	8%
<b>Total</b>	<b>100</b>	<b>100%</b>

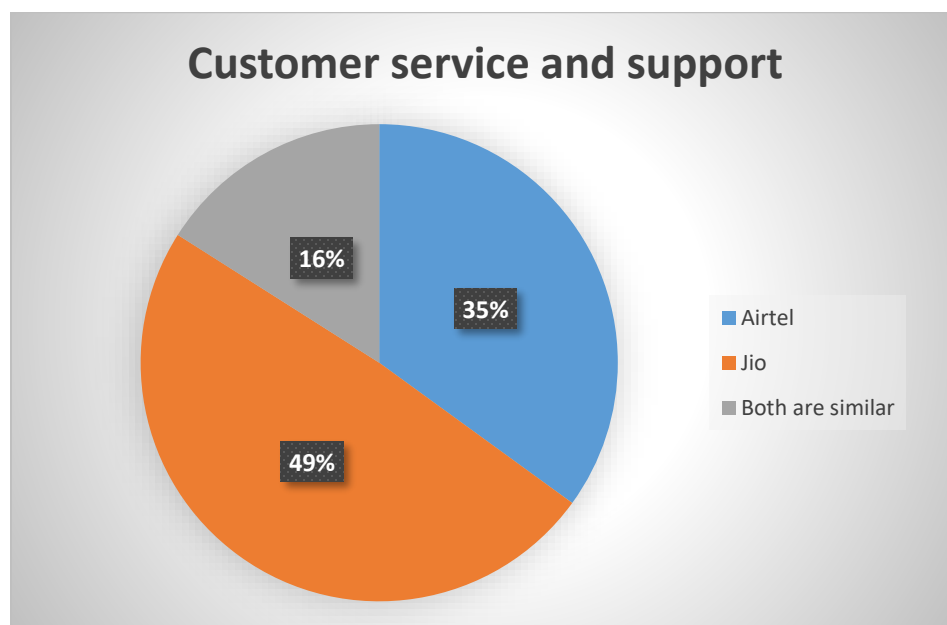


#### INTERPRETATION:

The chart shows that out of 100 respondents in that 39% respondents are airtel, 53% respondents are Jio and 8% respondents are others.

### 5. Which provider offers better customer service and supports?

Attributes	No. of respondents	Percentage
Airtel	35	35%
Jio	49	49%
Both are similar	16	16%
<b>Total</b>	<b>100</b>	<b>100%</b>

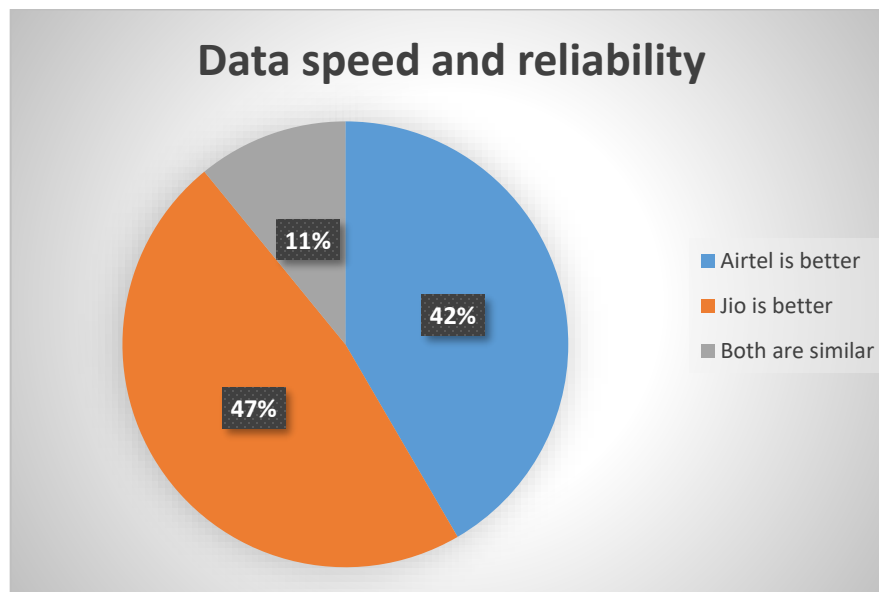


#### INTERPRETATION:

The chart shows that out of 100 respondents, 35% are Airtel, 49% are Jio, and 16% say that both are similar.

## 6. How would you rate the data speed and reliability?

Attributes	No. of respondents	Percentage
Airtel is better	41	41.6%
Jio is better	47	47.5%
Both are similar	11	10.9%
<b>Total</b>	<b>100</b>	<b>100%</b>

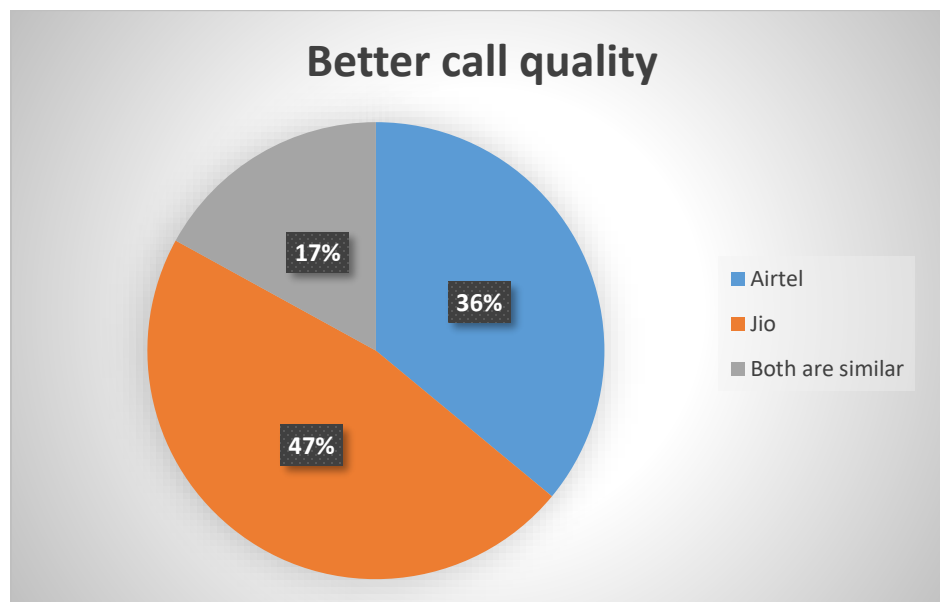


### INTERPRETATION:

The table shows that out of 100 respondents in that 41% respondents says airtel is better, 47% respondents says jio is better and 11% respondents says that both have similar data speed and reliability.

### 7. Which telecom provider do you find offers better call quality?

Attributes	No. of respondents	Percentage
Airtel	36	36%
Jio	47	47%
Both are similar	17	17%
<b>Total</b>	<b>100</b>	<b>100%</b>



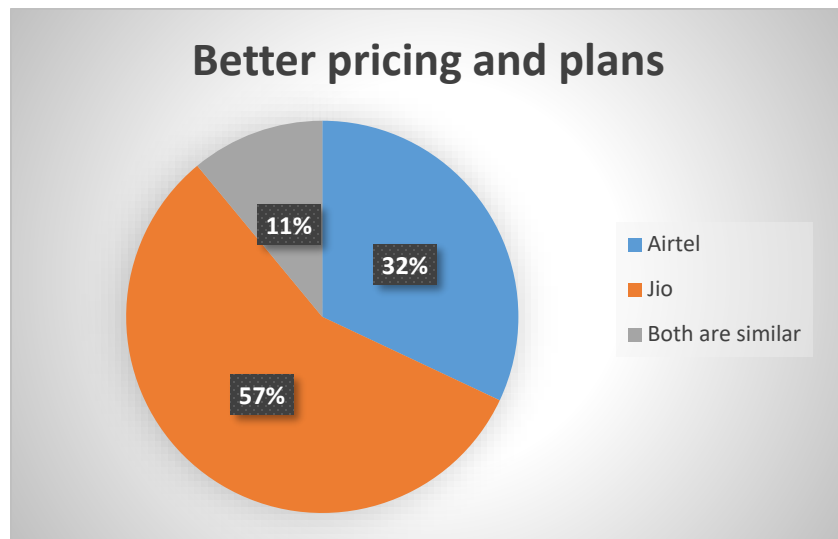
#### INTERPRETATION:

The table shows that out of 100 respondents in that 36% respondents are airtel, 47% respondents are jio and 17% respondents says both are similar.



8. In terms of pricing and plans, which provider offers better value for money?

Attributes	No. of respondents	Percentage
Airtel	32	32%
Jio	57	57%
Both are similar	11	11%
<b>Total</b>	<b>100</b>	<b>100%</b>

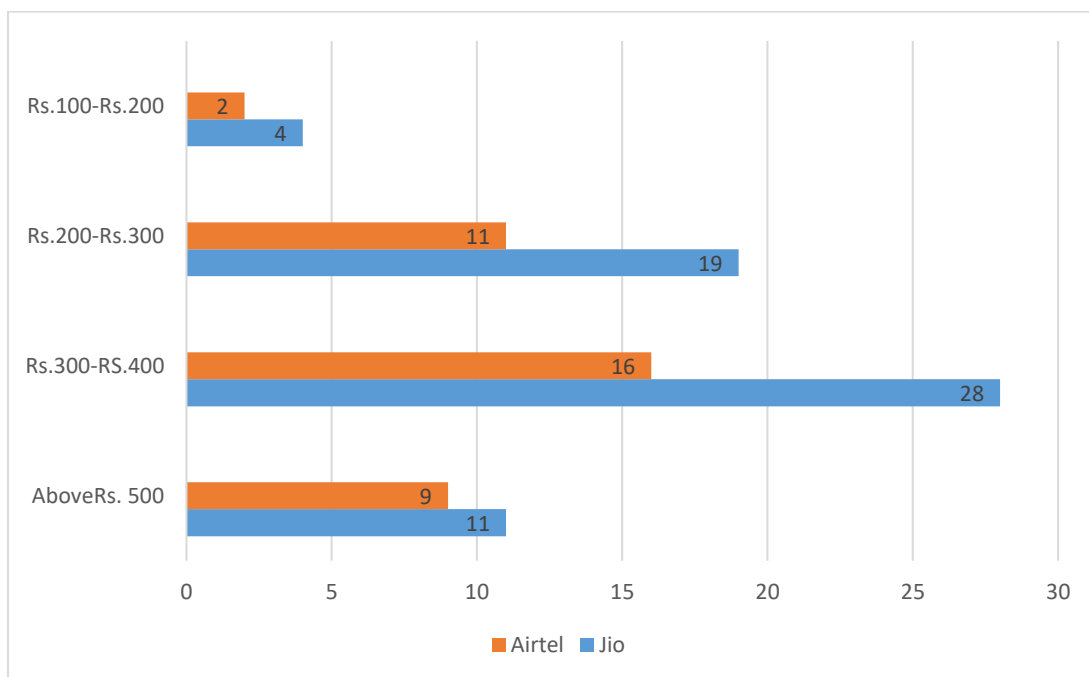


### INTERPRETATION:

The chart shows that out of 100 respondents in that 32% respondents are from airtel, 57% respondents are from jio and 11% respondents says both are similar.

### 9. What is your monthly recharge expenditure with your telecom provider?

Attributes	No. of respondents		Percentage	
	JIO	AIRTEL	JIO	AIRTEL
Rs. 100-200	11	9	17.74%	23.68%
Rs. 200-300	28	16	45.16%	42.10%
Rs. 300-400	19	11	30.64%	28.94%
Above Rs.500	4	2	6.46%	5.26%
<b>TOTAL</b>	<b>62</b>	<b>38</b>	<b>100%</b>	<b>100%</b>



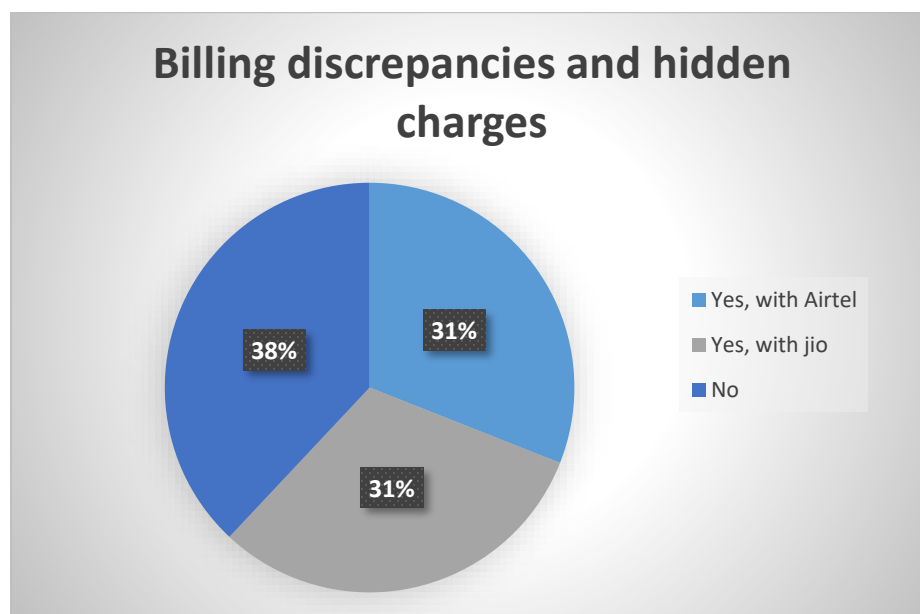
#### INTERPRETATION:

The graph shows that out of 100 respondents, Among 62 jio respondents, in that 17.74% are Rs.100-200, 45.16% respondents are Rs.200-300, 30.64% of the respondents are Rs.300-400, and 6.46% of the respondents are above Rs.500

Among 38 Airtel respondents, in that 23.68% of the respondents are Rs.100-200, 42.10% of the respondents are Rs.200-300, 28.94% of the respondents are Rs.300-400 and 5.26% of the respondents are above Rs.500.

**10. Have you experienced any billing discrepancies or hidden charges with either Airtel or Jio?**

Attributes	No. of respondents	Percentage
Yes with Airtel	31	31%
Yes with Jio	31	31%
No	38	38%
<b>Total</b>	<b>100</b>	<b>100%</b>

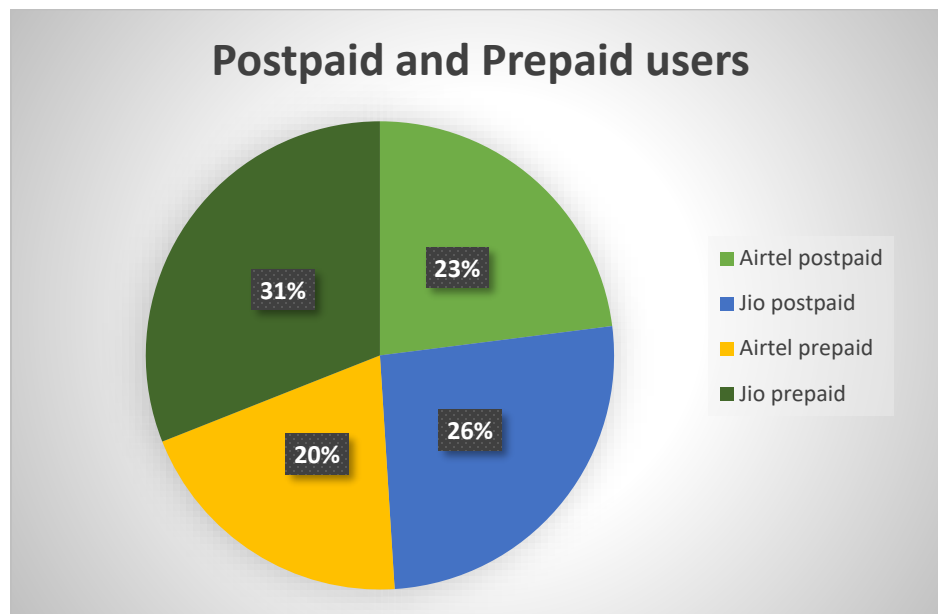


**INTERPRETATION:**

About 31% experienced billing discrepancies with airtel, and another 31% experienced them with jio. However, the majority 38%, did not report any billing issues with either provider.

### 11..Do you primarily use Airtel or Jio as postpaid or prepaid services?

Attributes	No. of respondents	Percentage
Airtel postpaid	23	23%
Jio postpaid	26	26%
Airtel prepaid	20	20%
Jio prepaid	31	31%
<b>Total</b>	<b>100</b>	<b>100%</b>



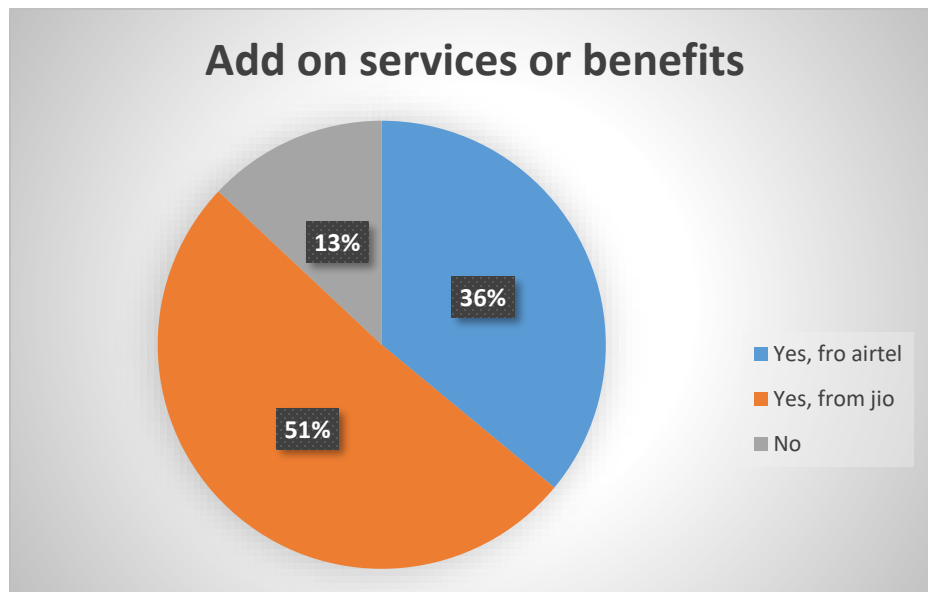
#### INTERPRETATION:

The chart shows that out of 100 respondents among 43 airtel respondents, in that 20% respondents are prepaid, 23% respondents are postpaid

Among 57 Jio respondents, in that 31% respondents are prepaid, 26% respondents are postpaid.

**12.Are there any specific add-on services or benefits (such as streaming subscriptions, loyalty rewards etc.)That you appreciate from either Airtel or Jio?**

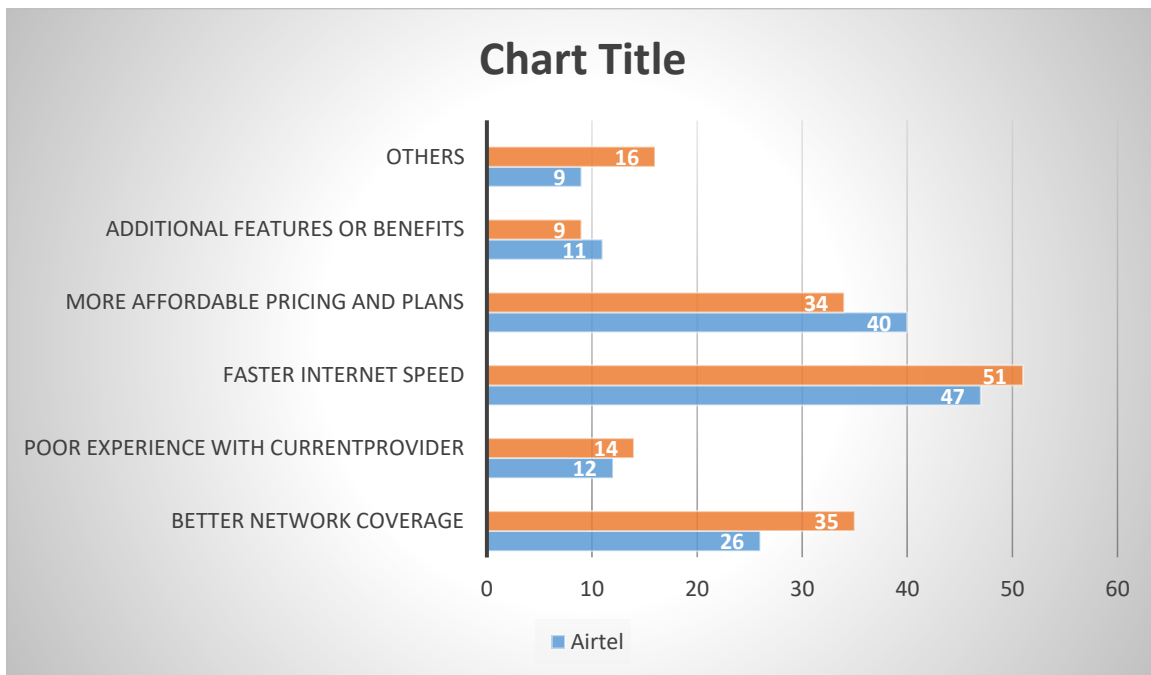
<b>Attributes</b>	<b>No. of respondents</b>	<b>Percentage</b>
Yes, from airtel	36	36%
Yes, from jio	51	51%
No	13	13%
<b>Total</b>	<b>100</b>	<b>100%</b>



### **INTERPRETATION:**

The above chart shows that out of 100 respondents in that 36% respondents are from airtel, 51% respondents are from jio and 13% says No for add on services or benefits of airtel or jio.

### 13. What factors would most influence your decision to switch to another provider in the future?



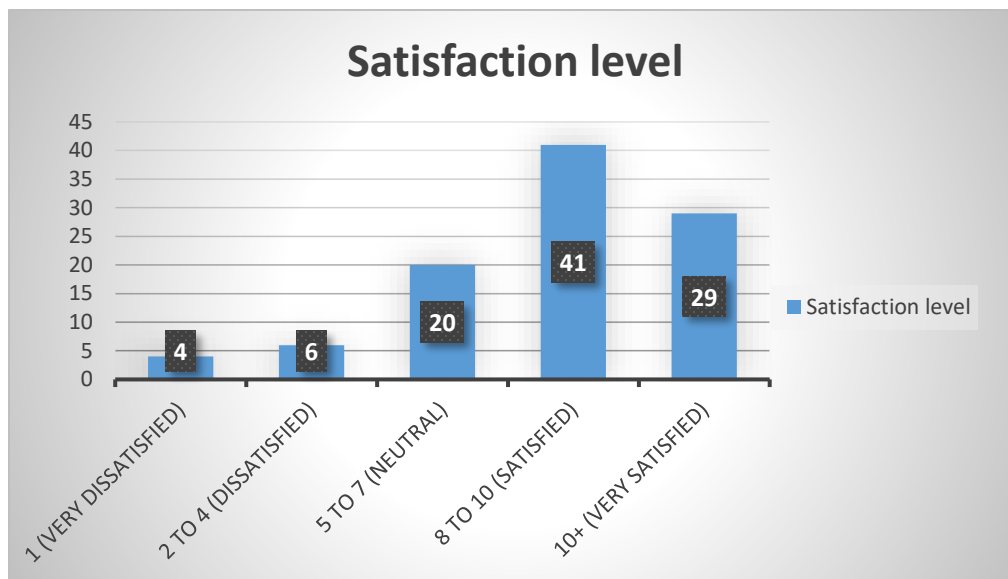
#### INTERPRETATION:

Among Jio respondents the majority of respondents, 51 prioritize faster internet speed, followed by 35 preferring better network coverage. Additionally, 34 prioritize more affordable pricing, while 16 have other considerations, 9 value additional features, and 14 respondents had a poor experience with their current provider.

Among Airtel respondents the majority of respondents, 47 prioritize faster internet speed, followed by 26 preferring better network coverage. Additionally, 40 prioritize more affordable pricing, while 9 have other considerations, 11 value additional features, and 12 respondents had a poor experience with their current provider.

#### 14. How would you rate the overall satisfaction level with Airtel and Jio services?

Attributes	No. of respondents	Percentage
1 (Very Dissatisfied)	4	4%
2 to 4 (Dissatisfied)	6	6%
5 to 7 (Neutral)	20	20%
8 to 10 (Satisfied)	41	41%
10+ (Very Satisfied)	29	29%
<b>Total</b>	<b>100</b>	<b>100%</b>



#### INTERPRETATION:

The above chart shows that out of 100 respondents 4% respondents are very dissatisfied, 6% respondents are Dissatisfied, 20% respondents Neutral, 41% respondents are satisfied and 29% respondents are very satisfied with the airtel or jio services.

**CHAPTER 6**  
**HYPOTHESIS TESTING,**  
**FINDINGS AND SUGGESTIONS**



## HYPOTHESIS TESTING

Hypothesis is usually considered as the principle instruments in research. Its main function is to suggest new experiments and observations. In fact, many experiments are carried out with the deliberate object of testing hypothesis.

- **HYPOTHESIS 1-**

H<sub>0</sub>- There is no significant difference between income and satisfaction Level.

H<sub>1</sub>- There is a significant difference between income and satisfaction Level.

- **HYPOTHESIS 2-**

H<sub>0</sub>- There is no significant difference between age and awareness level.

H<sub>1</sub>- There is a significant difference between age and awareness level.

From the above analysis, it is found that from the above given hypothesis 1 the alternate Hypothesis i.e. H<sub>1</sub> “There is a significant difference between income and satisfaction level” and H<sub>1</sub> “There is a significant difference between age and awareness level” is found to be true. Hence, accepted whereas null hypothesis i.e., H<sub>0</sub> “There is no significant difference between income and satisfaction level” and H<sub>0</sub> “There is no significant difference between age and awareness level” is rejected.

## **FINDINGS:**

The data from the survey shows that most of the respondents are 57% female. Most of the respondents are 65% 18-25 years. Most of the respondents are 76% students. Most of the respondents are 54% below 100000 income. Most of the respondents are using 53% jio services. Most of the respondents are using jio 31% prepaid services. Most of the respondents are using jio Rs.200- Rs.300 monthly recharge expenditure. Majority 49% of the respondents are satisfied with jio customer care service and supports. Majority 47.5% of the respondents are satisfied with the data speed and reliability of jio services. The data reveals that 47% of respondents perceive jio to provide superior call quality among telecom users. 57% of the respondents consider jio to offer better value for money in terms of pricing and plans. 38% of the respondents does not experience any billing discrepancies or hidden charges with either Airtel or Jio. 51% of the jio respondents appreciate specific add on services or benefits such as streaming subscription, loyalty rewards, etc. The findings from the data is that 51% of jio respondents cited faster internet speed as the primary factor that would influence their decision to switch to another provider in the future. 41% of the respondents express a high level of satisfaction, rating their overall experience with airtel and jio services between 8 to 10.

## **SUGGESTIONS:**

1. Try to improve network facilities, No network coverage on border areas and high altitude areas so provide more network connections.
2. Reduce monthly unlimited recharge plans and improve the signal system.
3. Airtel and Jio should introduce better service plans at affordable prices.
4. The reliance jio sim users expecting high speed. So, Increasing the network speed to great extent. It would be better.
5. Remove the problem of calling congestion and call drop.

**CHAPTER 7**  
**CONCLUSION**

## CONCLUSION

Reliance jio has become a very successful brand in India and providing customer satisfaction is their main objective. It provides unlimited free calling and data services and SMS. Reliance Jio's free introducing offer created lot of radical and unexpected changes in customer's behavior and competitor's strategies.

Most of the respondents are having good awareness level towards the tariff, data speed, data plan, signal coverage, customer care, are the influencing factors in making the purchase decision.

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- <https://telecom.economictimes.indiatimes.com>

# **ANNEXTURE**



## ANNEXTURE

1. Which network do you currently use?
  - a) Airtel
  - b) Jio
  - c) Other
  
2. Which provider offers better customer service and supports?
  - a) Airtel
  - b) Jio
  - c) Both are similar
  
3. How would you rate the data speed and reliability?
  - a) Airtel is better
  - b) Jio is better
  - c) Both are similar
  
4. Which telecom provider do you find offers better call quality?
  - a) Airtel
  - b) Jio
  - c) Both are similar
  - d) Can't say
  
5. In terms of pricing and plans, which provider offers better value for money?
  - a) Airtel
  - b) Jio
  - c) Both are similar

6. Have you experience any billing discrepancies or hidden charges with either Airtel or Jio?

- a) Yes, with Airtel
- b) Yes, with Jio
- c) No

7. Do you primarily use Airtel or Jio as postpaid or prepaid services?

- a) Airtel Postpaid
- b) Jio Postpaid
- c) Airtel Prepaid
- d) Jio Prepaid

8. Are there any specific add-on services or benefits (such as streaming subscriptions, loyalty rewards etc.) that you appreciate from either Airtel or Jio?

- a) Yes, from Airtel
- b) Yes, from Jio
- c) No

9. What factors would most influence your decision to switch to another provider in the future?

- Better network coverage
- Poor experience with current provider
- Faster internet speed
- More affordable pricing and plans
- Additional features or benefits
- Other

10. What is your monthly recharge expenditure with your telecom provider?

- a) Rs.100-Rs.200
- b) Rs.200-Rs.300
- c) Rs.300-Rs.400
- d) Above Rs.500

11. Are there any specific add-on services or benefits (such as streaming subscriptions, loyalty rewards etc.) that you appreciate from either Airtel or Jio?

- d) Yes, from Airtel
- e) Yes, from Jio
- f) No

12. How would you rate the overall satisfaction level with Airtel and Jio services?

- a) 1 (Very Dissatisfied)
- b) 2 to 4 (Dissatisfied)
- c) 5 to 7 (Neutral)
- d) 8 to 10 (Satisfied)
- e) 10+ (Very Satisfied)