

An Empirical Study on the Problems Faced by the Users of Jio and Airtel in Erode City

S.M.Jayasudha

Assistant Professor of Business Management, Erode Arts and Science College(Autonomous),Erode, Tamilnadu, India.

Abstract

One of the fastest growing markets in India is the mobile market. It is considered as the most important portal of information and communication. This paper aims at studying the problems faced by the users of JIO and AIRTEL users. Responses received from 200 users are analysed and interpreted. It is found that majority of the users of JIO and AIRTEL have faced the problem related to recharge price .followed by the other problems.

KEYWORDS: JIO, AIRTEL, SIM,

INTRODUCTION

Customer is the real asset to any organization and the satisfaction occupies an important place for business and management. Every firm is expected to maximize the satisfaction in order to get more market share and profit. Telecom companies are constantly trying to improve their services, as well as affordability to compete with their competition. [1]. As of March 2018, over 1.1 billion people in India use one of the SIM networks. Nearly eight companies compete in the market – BSNL, JIO, AIRTEL, TATA DOCOMO, MTNL, Vodafone, Idea and RCom. The speed for mobile data is regulated and set by the Telecom Regulatory Authority of India (TRAI). They have set limits over the internet speeds. So the average speed for 2G internet is between 40 and 130 Kbps, for 3G it's between 1 and 1.8 Mbps, and for 4G it's between 14 and 25 Mbps. Around 206 published survey reports suggest that 50% of teens and 27% of parents feel that they are addicted to mobiles. The recent studies also reported the increase of mobile phone dependence, and this could increase internet addiction. In recent years, most of the global populations (especially college and university students), use smart phones, due to its wide range of applications.

REVIEW OF LITERATURE

Rajan Bharti Mittal [2] explains the paradigm shift in the way people communicate. There are over 1.5 billion mobile phone users in the world today, more than three times the number of PCOs. India today has the sixth largest telecom network in the world up from 14th in 1995, and second largest among the emerging economies. It is also the world's 12th biggest market with a large pie of \$ 6.4 billion. The telecom revolution is propelling the growth of India as an economic powerhouse while bridging the developed and the developing economies. Myilswamy, Ratheesh Kumar [3] find that the postpaid and prepaid customer prefer to use Airtel mobile service because of the features, Rent, Tower coverage, Talk time, Advertisement and Corporate schemes. Finally the study suggests that by paying special attention on these factors develop the business by satisfying the consumers. PL. Senthil and S. Mohammed Safi [4] analyzed the behavior of Mobile Phone users in Tiruchirappalli District. The consumer behavior is the act of individuals directly involve in obtaining and using economic goods and services. It includes the decision processes that

precede and determine this act. Cell phone users meet many problems. Problems pertaining to buying a cell phone, choosing an activation card, tower problem, variety of schemes, recharge coupons, roaming and optimum use of cell phone facilities are some of the vital issues of the cell phone users. So the researcher has made sincere attempt to analyze the consumer behavior of mobile phones in the study area.

OBJECTIVE

To analyse the problems faced by the users of JIO and AIRTEL

METHODOLOGY

The present study uses both primary as well as secondary data. The primary data is collected from the users of JIO and AIRTEL in Erode city only. Well structured questionnaire is prepared and circulated among 200 respondents. Publications and Web resources provided the secondary data. Convenience Sampling Technique is adopted for the selection of sample respondents. Percentage analysis and Weighted Average Ranking Method are used to analyse the data collected.

ANALYSIS AND INTREPRETATION

Demographic Profile of the respondents

Table 1

Demographic Profile of the respondents

S.No	Variables	Category	JIO Users		AIRTEL Users	
			No. of respondents	Percentage	No. of respondents	Percentage
1	Age (in years)	<25	45	45	52	52
		25-35	28	28	26	26
		35-45	21	21	16	16
		>45	6	6	6	6
2	Gender	Male	66	66	74	74
		Female	34	34	26	26
3	Educational Qualification	School Level	5	5	16	16
		UG	38	38	50	50
		PG	12	12	12	12
		Professional	23	23	13	13
		Others	22	22	9	9
4	Monthly Family Income	<10,000	23	23	33	33
		10,000-20,000	49	49	46	46
		20,000-50,000	11	11	12	12
		30,000-40,000	7	7	7	7
		>40,000	10	10	2	2
5	Type of Respondent	Student	28	28	31	31
		Private Employee	36	36	3	3

	s	Government Employee	6	6	8	8
		Business Man/ Woman	20	20	15	15
		Professional	2	2	4	4
		Home Maker	2	2	4	4
		Others(specify)	6	6	8	8

Interpretation

From the above table it is observed that

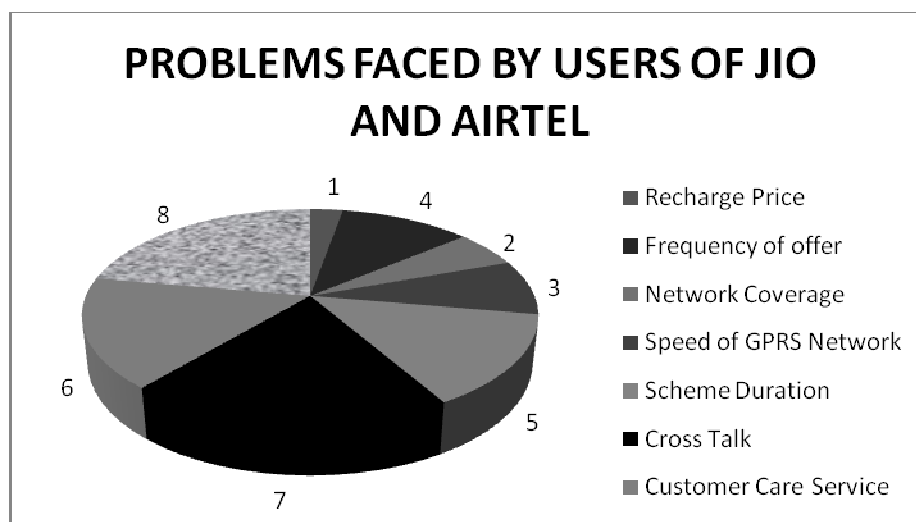
- majority of the users of JIO (45%) and AIRTEL (52%) belong to less than 25 years of age group.
- majority of the users of JIO (66%) and AIRTEL (74%) are male.
- majority of the users of JIO (38%) and AIRTEL (50%) are under
- majority of the users of JIO (49%) and AIRTEL (46%) have monthly family income of Rs.10000-20000
- majority of the users of JIO (36%) and AIRTEL (31%) are private employees and students respectively.

Problems faced by users of JIO and AIRTEL

Table 2

PROBLEMS FACED BY USERS OF JIO AND AIRTEL

S.No.	Problems	JIO	
		Total Scores	Rank
1	Recharge Price	1148	1
2	Frequency of offer	1024	4
3	Network Coverage	1066	2
4	Speed of GPRS Network	1053	3
5	Scheme Duration	826	5
6	Cross Talk	761	7
7	Customer Care Service	809	6
8	Wrong Call Connectivity	698	8



Interpretation

From the above table it is inferred that majority of the users of JIO and AIRTEL have faced the problem with recharge price which ranks first followed by the other problems such as Network Coverage, Speed of GPRS Network, Frequency of offer, Scheme Duration, Customer Care Service, Cross Talk and Wrong Call Connectivity.

Conclusion

Although the market for mobile phones has increased rapidly, still the users of market leaders like JIO and AIRTEL are facing many problems. Hence it is suggested that the mobile service providers can consider the grievances of their customers and rectify them to retain their customers and earn high market share.

REFERENCE

1. C. Boobalan and K. Jayaraman, Customers' satisfaction towards reliance JIO SIM with special reference to Dharmapuri district, ISSN: 2395-1664 (ONLINE) ICTACT Journal on Management Studies, August 2017, Volume: 03, Issue: 03 DOI: 10.21917/IJMS.2017.0075 547
2. Rajan Bharti Mittal (2005), Joint Managing Director, Bharti televenture limited, Trends and Development, feb-15, 2005.
3. Myilswamy, Kumar R. Consumer Preference Utilizing Mobile Communication Service Providers in Coimbatore District. International Journal of Business and Management Invention 2013; 2(9): 1-5.
4. P.L. Senthil and S. Mohammed Safi, "A Study on Consumer Behaviour of Mobile Phone Users with Reference to Tiruchirappalli District In Tamilnadu", Intercontinental Journal of Marketing Research Review, Vol. 2, No. 7, pp. 7- 11, 2014.