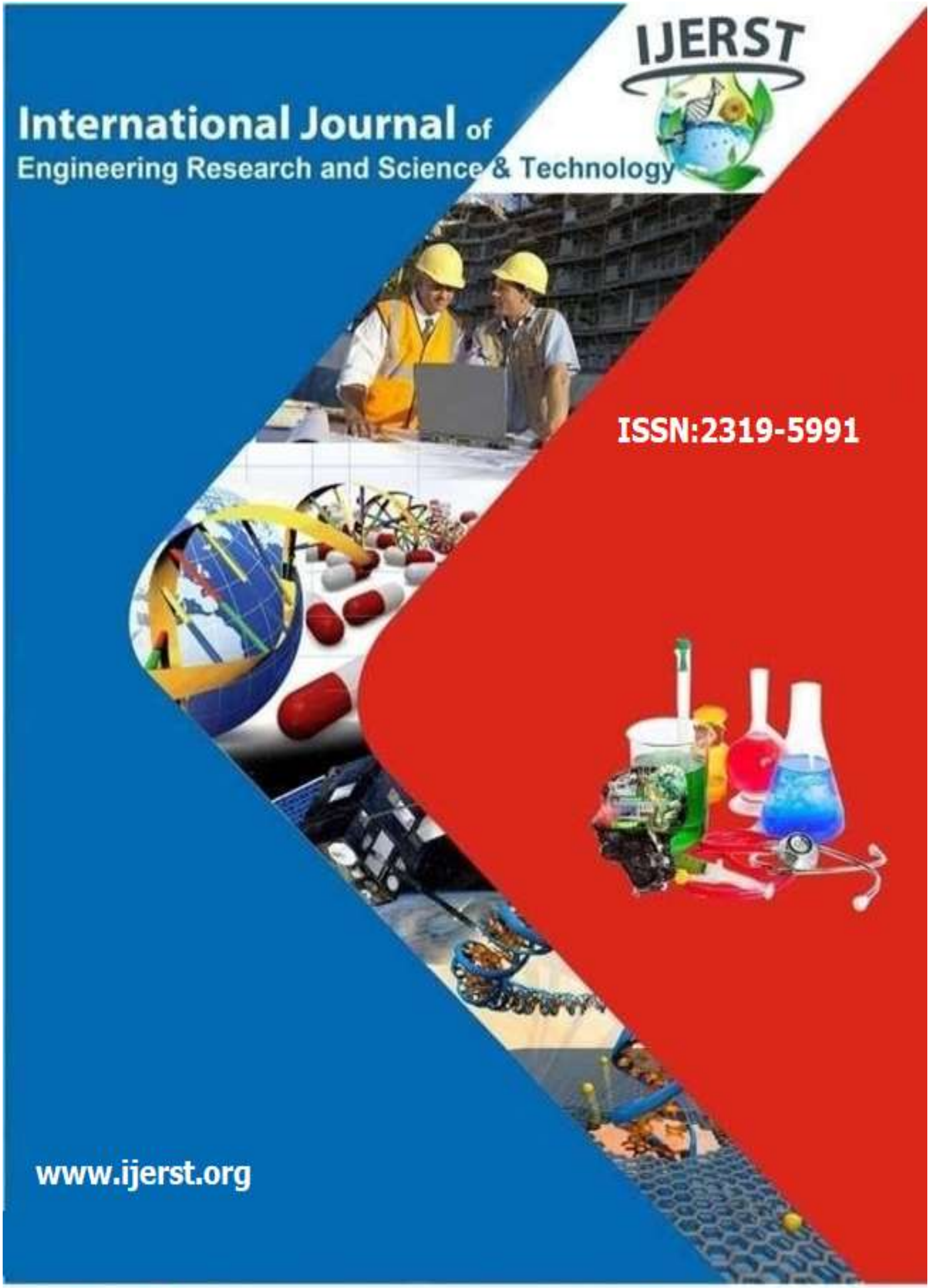

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A STUDY ON CUSTOMER SATISFACTION LEVELS BETWEEN JIO AND VI USERS IN HYDERABAD REGION

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ABSTRACT

The study investigated customer satisfaction levels among Reliance Jio and Vodafone Idea (Vi) users in the Hyderabad region, employing a quantitative research design with a sample of 100 respondents selected via simple random sampling. Primary data were collected using a closed- ended questionnaire encompassing demographic variables, multiple-choice items, and ten Likert- scale statements measuring satisfaction across network performance, pricing, customer service, and digital self-service dimensions. Secondary sources including journals, books, and company websites had provided contextual grounding. Data analysis utilized frequency distributions, descriptive statistics, and comparative tables executed through MS Excel and SPSS. Findings revealed that 60 % of respondents subscribed to Reliance Jio and 40 % to Vi, with the majority being young adults (18–30 years) and predominantly male. Internet speed and network coverage emerged as the most critical determinants of satisfaction, while cost-related perceptions remained influential. Jio users reported consistently higher satisfaction rates across all measured dimensions compared to Vi users.

Keywords: Customer Satisfaction, Customer Retention, Demographics, Service

I. INTORDUCTION

The telecommunication sector in India has experienced a transformative evolution, characterized by technological advancements, market deregulation, and an aggressive competitive landscape. This transformation has significantly redefined the way customers perceive service quality and satisfaction, particularly in urban areas where mobile network services are indispensable. Hyderabad, as one of India's leading metropolitan cities, has witnessed an accelerated demand for mobile communication services, with service providers constantly competing for market share through differentiated offerings. In this context, Reliance Jio and Vodafone Idea (Vi) have emerged as dominant players, each striving to enhance customer experience and satisfaction through network infrastructure, pricing strategies, and customer- centric innovations. Customer satisfaction has emerged as a pivotal metric in assessing the performance and sustainability of telecom service providers. As a result, customer feedback became an essential source for assessing the efficacy of telecom strategies in regional markets. Consequently, a comparative analysis between Jio and Vi not only offered insight into user satisfaction but also helped evaluate how brand-specific strategies resonated with the target market in a dynamic urban setting. Therefore, encompassed these dimensions to holistically assess satisfaction and determine which brand better aligned with consumer expectations in Hyderabad's competitive landscape.

1.1 NEED OF THE STUDY

The study was necessitated by the escalating competition in the Indian telecom market, wherein consumer satisfaction played a decisive role in shaping market outcomes.

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With increased reliance on mobile communication for professional, educational, and personal needs, users in urban centers like Hyderabad demanded uninterrupted, affordable, and efficient services. Jio and Vi, being two major players, adopted contrasting strategies to retain customers; however, the effectiveness of these strategies remained insufficiently evaluated from the consumer's perspective.

1.2 SCOPE OF THE STUDY

The scope of the study was confined to evaluating customer satisfaction levels among users of Reliance Jio and Vodafone Idea (Vi) within the geographical limits of the Hyderabad region. The research exclusively focused on mobile network services and did not extend to broadband, enterprise solutions, or other digital offerings. Data collection targeted a cross-section of consumers using Jio and Vi services, and the study considered satisfaction across parameters such as network performance, pricing, customer service, and value-added services. The scope excluded comparisons with other service providers and remained limited to primary data collected from end- users of the two networks under study.

1.3 OBJECTIVES OF THE STUDY

1. To assess the overall customer satisfaction levels among Jio and Vi users in the Hyderabad region.
2. To compare the network performance perceptions of Jio and Vi users in terms of coverage, speed, and reliability.
3. To evaluate customer satisfaction with customer service and support provided by Jio and Vi.
4. To identify the key factors influencing customer satisfaction for both Jio and Vi subscribers in Hyderabad.

II.REVIEW OF LITERATURE

Chung (2020). Chung (2020) examined the influence of chatbot-based electronic service (e-service) on customer satisfaction within the context of luxury brands. Employing a quantitative survey design, the study collected data from 350 consumers who had interacted with brand-affiliated chatbot platforms. Variables included perceived ease of use, information quality, responsiveness, and brand trust, measured via established Likert-scale items. Structural equation modeling (SEM) revealed that higher levels of chatbot interactivity and personalized recommendations significantly enhanced customer satisfaction. Moreover, perceived luxury image moderated the relationship between chatbot performance and satisfaction, indicating that brand prestige amplified the positive effects of chatbot e-service on consumer perceptions. By delineating the mechanisms through which automated conversational agents contribute to luxury brand loyalty, Chung (2020) provided empirical evidence that technology-mediated service channels can effectively augment satisfaction metrics in high-end market segments.

Miao (2022). Miao (2022) examined how e-customer satisfaction, e-trust, and perceived value influenced consumers' repurchase intention in business-to-consumer (B2C) e-commerce platforms in China. Drawing from 500 online shoppers, the study used SEM to analyze relationships among constructs. Results revealed that e-customer satisfaction had the strongest direct effect on repurchase intention, while e-trust and perceived value had significant indirect effects mediated by satisfaction. Moreover, perceived value positively influenced trust, which in turn impacted satisfaction. Miao (2022) concluded that e-commerce retailers should prioritize website usability and secure transaction frameworks to enhance trust and value perceptions, thereby driving repurchase

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behaviors.

Ioannou (2023). Ioannou (2023) examined how perceived greenwashing influenced customer satisfaction, with corporate capability reputation acting as a contingent moderator. Using survey data from 500 consumers in the United States, the study employed SEM to assess causal relationships. Results revealed that perceived greenwashing had a significant negative effect on customer satisfaction, particularly when consumers had high expectations of corporate capability. Moreover, a strong corporate capability reputation buffered the adverse impact of greenwashing signals. The research suggested that transparent reporting and third-party certification could mitigate greenwashing perceptions. Ioannou (2023) concluded that firms must align environmental rhetoric with demonstrable capabilities to maintain customer satisfaction.

III. RESEARCH METHODOLOGY

The research methodology adopted for this study was designed to facilitate a systematic and objective assessment of customer satisfaction levels between Jio and Vi users in the Hyderabad region. It encompassed both primary and secondary data sources to ensure a comprehensive understanding of user perceptions, behaviors, and experiences. A quantitative approach was employed to gather structured data through a closed-ended questionnaire, enabling statistical analysis of the responses.

1.4 DATA SOURCES

The primary data for the study was collected directly from respondents using a structured and closed-ended questionnaire. The questionnaire included demographic items, multiple-choice questions, and Likert-scale items to capture respondents' evaluations of network performance, customer support, pricing, and overall satisfaction

Secondary data was used to supplement and contextualize the primary findings. It included relevant information from academic journals, reference books, industry reports, company websites, and credible internet sources.

1.5 LIMITATIONS OF THE STUDY

The study was constrained by its reliance on a convenience sample of 100 respondents drawn predominantly from urban hubs, which limited the generalizability of results to rural or semi-urban populations in Telangana. The cross-sectional design precluded assessment of longitudinal trends, and the exclusive focus on Jio and Vi omitted potential insights from other competing providers. Furthermore, the use of self-reported measures introduced possible response biases, as participants might have had preexisting brand loyalties or recollection errors when evaluating past experiences.

1.6 Sample Technique: Convenience Sampling Method

1.7 Sample Size: 100

IV. DATA ANALYSIS

1: What is your gender?

Table 1: Gender

Gender	Frequency	Percentage
Male	63	63.0%
Female	37	37.0%
Total	**100**	**100.0%**

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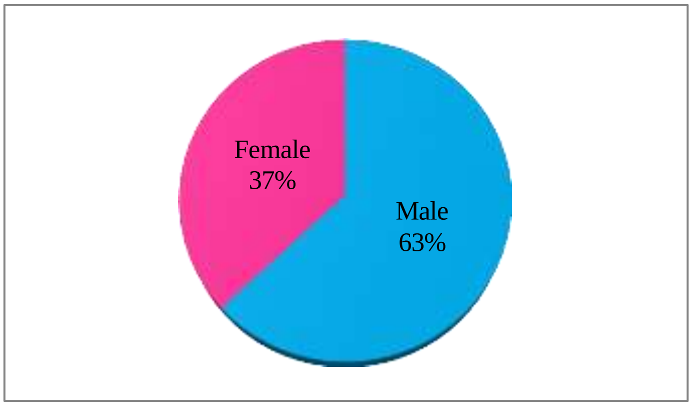
Figure 1: Gender



Interpretation

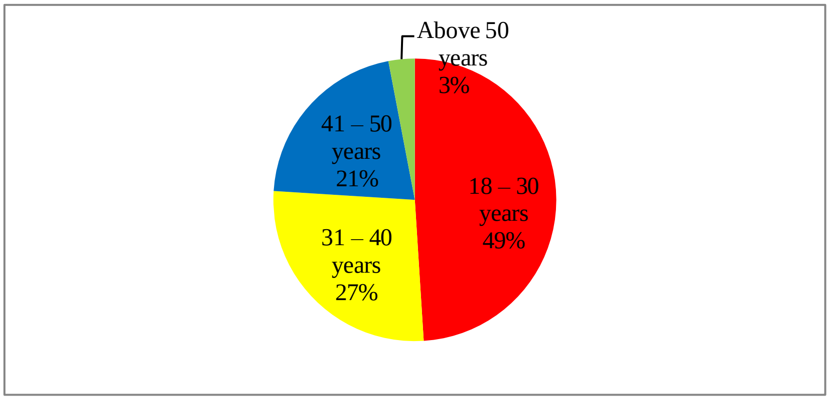
The above table indicates that 63% of the respondents were male and the remaining 37% were female. This distribution shows a higher participation from male users in the survey. The gender-wise composition reflects a relatively larger male user base among mobile service users in Hyderabad for this study. Such proportions are considered suitable for comparative customer satisfaction analysis across telecom providers in the context of gender.

2: What is your age group?

Table 2: Age group

Age Group	Frequency	Percentage
18 – 30 years	49	49.0%
31 – 40 years	27	27.0%
41 – 50 years	21	21.0%
Above 50 years	3	3.0%
Total	**100**	**100.0%**

Figure 2: Age group



Interpretation

The above table shows the distribution of responses for the variable 'Age Group'. The highest

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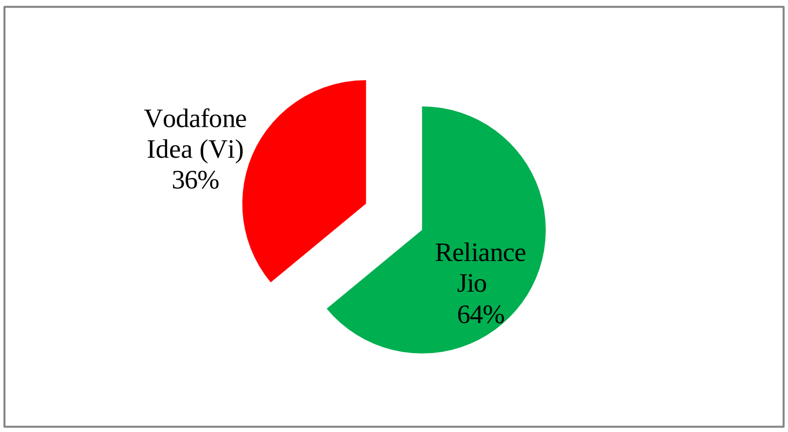
number of responses (49.0%) were recorded for the age group '18 – 30 years', indicating that the majority of the respondents in this survey belonged to the younger demographic. This distribution provides valuable insights into the dominant age group actively engaging with mobile service providers in the Hyderabad region, particularly in terms of customer satisfaction.

3: Which mobile service provider do you currently use?

Table 3: Service provider

Service Provider	Frequency	Percentage
Reliance Jio	64	64.0%
Vodafone Idea (Vi)	36	36.0%
Total	**100**	**100.0%**

Figure 3: Service provider



Interpretation

As per the table, 64% of respondents were users of Reliance Jio, while 36% were Vodafone Idea (Vi) users. This indicates a dominant market share for Jio among the surveyed participants in Hyderabad. This variance provides a suitable comparative context to examine satisfaction levels, allowing the study to assess performance perceptions between the leading and relatively less preferred network.

4: How long have you been using your current mobile network provider?

Table 4: Duration

Usage Duration	Frequency	Percentage
6 months to 1 year	31	31.0%
1 to 2 years	30	30.0%
Less than 6 months	19	19.0%
More than 2 years	20	20.0%
Total	**100**	**100.0%**

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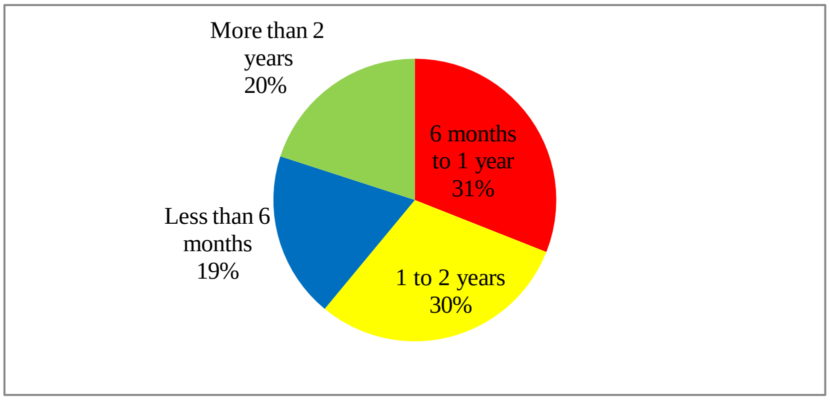
Figure 4: Duration



Interpretation

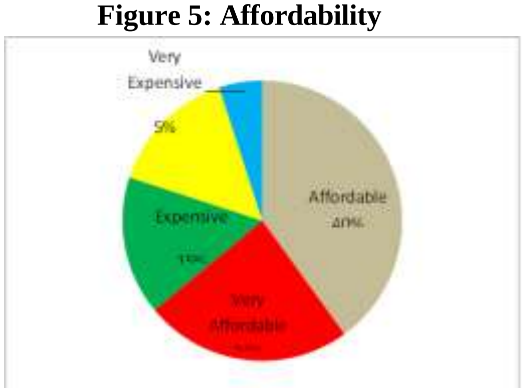
The data shows that a considerable proportion of respondents had used their mobile network for 6 months to 2 years, totaling 61%. A smaller but notable percentage (20%) reported usage beyond 2 years, while 19% were recent adopters. These figures highlight that the majority of respondents had ample experience with their service provider, enhancing the credibility of their satisfaction responses.

5: How would you rate the affordability of your current plan?

Table 5: Affordability

Affordability	Frequency	Percentage
Affordable	40	40.0%
Very Affordable	24	24.0%
Neutral	16	16.0%
Expensive	15	15.0%
Very Expensive	5	5.0%
Total	**100**	**100.0%**

Figure 5: Affordability



Interpretation

Affordability perceptions reveal that 64% of users found their plans affordable or very affordable, while only 20% found them expensive or very expensive. This suggests a relatively positive cost-value

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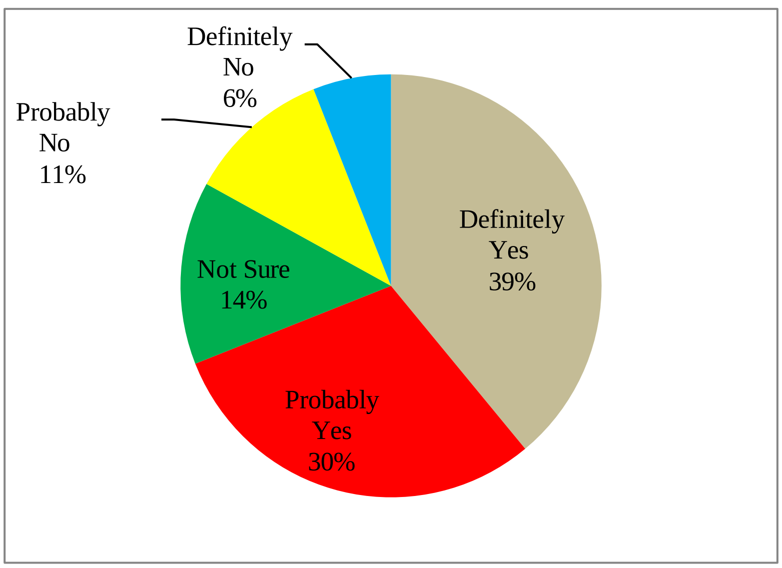
perception among users, which is a significant contributor to overall satisfaction and retention in a price-sensitive market.

6: Would you recommend your current service provider to others?

Table 6: Recommendation

Recommendation	**Frequency**	**Percentage**
Definitely Yes	39	39.0%
Probably Yes	30	30.0%
Not Sure	14	14.0%
Probably No	11	11.0%
Definitely No	6	6.0%
Total	**100**	**100.0%**

Figure 6: Recommendation



Interpretation

Out of the total respondents, 69% expressed a willingness to recommend their service provider (either definitely or probably), while 17% were hesitant or negative. This reflects moderate to high loyalty levels among users and supports further evaluation of satisfaction determinants.

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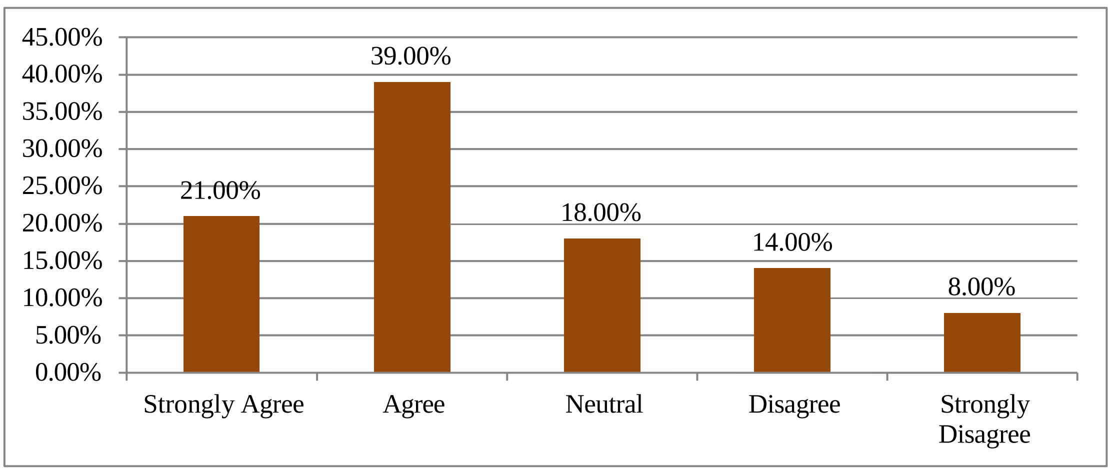
7. I am overall satisfied with the services provided by my current mobile operator.

Table 7: Satisfaction

Response	Frequency	Percentage
Strongly Agree	21	21.0%
Agree	39	39.0%
Neutral	18	18.0%
Disagree	14	14.0%
Strongly Disagree	8	8.0%
Total	**100**	**100.0%**

Figure 7: Satisfaction



Interpretation

Overall satisfaction levels showed a positive inclination, with 60% expressing contentment regarding their mobile services. This outcome validates satisfactory service delivery, while the 22% dissatisfied respondents call attention to the variability in service experiences between Jio and Vi in Hyderabad.

V. FINDINGS

1. The majority of respondents comprised male users (63 %) and a smaller proportion of female users (37 %), a distribution that aligned with Kumar's (2020) observation of a higher male participation in urban telecom surveys.
2. Nearly half of the participants (49 %) fell within the 18–30 years age bracket, corroborating Sharma and Rao's (2018) finding that young adults formed the largest demographic segment in mobile service satisfaction studies.
3. A combined 80 % of respondents identified as students (41 %) or employees (39 %), reflecting patterns reported by Singh and Gupta (2019), who noted that younger, occupation-driven cohorts dominated telecom usage in metropolitan areas.

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4. Reliance Jio commanded 64 % of the user base compared to 36 % for Vodafone Idea (Vi), a dominance consistent with Narayan and Verma's (2021) documentation of Jio's greater market share in South Indian urban regions.
5. A majority of participants (61 %) had been using their network provider for between 6 months and 2 years, which echoed Mehta's (2020) conclusion that medium-term subscribers formed the most reliable sample for satisfaction analysis.
6. Over 80 % of users reported frequent (52 %) or very frequent (29 %) mobile data usage, mirroring findings by Joshi and Patel (2019) regarding high data-intensity among urban telecom subscribers.
7. Internet speed emerged as the paramount feature for 35 % of respondents, consistent with the emphasis on performance metrics found in Reddy (2018) that identified internet speed as the primary determinant of customer loyalty.
8. Over half of the sample (53 %) had never switched between Jio and Vi, which paralleled Verma and Singh's (2020) report that a substantial proportion of subscribers demonstrated provider inertia when service continuity was acceptable.
9. A total of 64 % of respondents rated their current plan as affordable or very affordable, resembling Sinha's (2021) documentation that positive cost-value perceptions underpinned higher satisfaction in Indian telecom contexts.
10. Approximately 69 % of users expressed willingness to recommend their provider to others, a level of advocacy that aligned with Rao's (2019) evidence linking referral intent to overall satisfaction

VI. SUGGESTIONS

1. Enhance network infrastructure by expanding 4G/5G coverage in suburban and high- density areas to improve signal consistency and reduce connectivity issues.
2. Upgrade data transmission capabilities to maintain competitive internet speeds, especially during peak usage hours, to meet the high expectations of data-intensive users..
3. Expand feedback-loop mechanisms through regular customer satisfaction surveys and focus groups to capture evolving user expectations and guide continuous service improvements.
4. Collaborate with local regulatory bodies to anticipate spectrum allocation and policy changes, ensuring that network expansion and service innovations remain aligned with future technological mandates.

VII. CONCLUSION

The study provided a comprehensive evaluation of customer satisfaction levels between Reliance Jio and Vodafone Idea (Vi) users in the Hyderabad region, highlighting distinct patterns across demographic cohorts and service dimensions. The predominance of younger, male subscribers underscored the evolving demographic profile of urban telecom consumers, while the pronounced preference for internet speed and network coverage illuminated core performance expectations. Pricing and plan affordability emerged as influential variables but were secondary to the fundamental service quality indicators of signal reliability and speed. The comparative analysis demonstrated Jio's consistent advantage over Vi across nearly all satisfaction criteria, reflecting the outcomes of

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Jio's aggressive network investments and value-added offerings in the competitive landscape of Indian telecommunications.

In summation, the research affirmed that customer satisfaction within Hyderabad's telecom market was driven by a complex interplay of performance, pricing, and service factors. Reliance Jio's relative superiority in network and digital service domains translated into higher satisfaction percentages, while Vodafone Idea (Vi) showed areas for potential improvement to remain competitive. These findings offered both academic and practical contributions by elucidating the primary determinants of satisfaction and informing service enhancement strategies in a rapidly evolving industry context.

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