



A Comparative Study on the Consumer Behaviour Towards Jio and Airtel with Respect to Recharge Plans with Add on Facilities in Ahmedabad City

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ABSTRACT

This study investigates consumer behaviour towards two major telecom providers, Jio and Airtel, in Ahmedabad city, focusing on the influence of age on preferences for recharge plans and add-on facilities. The research employs a quantitative approach, using chi-square analysis to test various hypotheses concerning consumer attitudes towards telecom services. The findings reveal significant relationships between age and several consumer behaviour aspects, including the importance of add-on services like OTT subscriptions, satisfaction with recharge plan variety, and willingness to pay extra for additional services. Younger consumers are more likely to prioritize value-added services, such as Netflix and Amazon Prime, when choosing a telecom provider, while older consumers place greater importance on network quality, service reliability, and brand loyalty. The study further identifies a weaker relationship between age and factors like network issues and customer service satisfaction, highlighting differing expectations across age groups. These results underscore the need for telecom companies to tailor their offerings to meet the diverse needs of different consumer segments. Specifically, younger consumers may be attracted by flexible, feature-rich plans, while older consumers may prioritize reliability and customer support. Overall, the findings contribute to a deeper understanding of how consumer preferences vary by age and provide actionable insights for telecom companies looking to enhance customer acquisition and retention strategies

INTRODUCTION

Consumer Preferences And Behaviour Are Important To Make Strategies For Service Provider. In Past Decade India Makes So Many Transformations In Telecom Sectors. Like Technological Improvement And Regulatory Changes. In India Two Major Telecom Companies Are There - Reliance Jio And Bharti Airtel. They Have Major Customer Base In India. (Vidani, 2015)

Reliance Jio Comes In Indian Telecom Sector In 2016. And From Beginning Jio Dominant Indian Telecom Market With Its Aggressive Pricing, Data-Driven Plans, And Focus On Providing Affordable Internet Access To Their Customers. And On Other Side Airtel An Old Player Of The Indian Telecom Sector In Response Jio Dominance The Company Modified Its Recharge Plans And Rolled Out Extra Services To Retain Its Customers (Vidani, 2016). The Competition Between Jio And Airtel Is Especially Intense In Metro Cities Like Ahmedabad, Where Consumers Have Varied Needs And Expectations For Telecom Services. (Solanki & Vidani, 2016)

This Study Explores The Consumer Behaviour In Ahmedabad City Towards These Two Leading Telecom Players Jio And Airtel With A Specific Focus On Their Recharge Plans And Add-On Facilities. Ahmedabad, A Rapidly Growing City, Reflects The Larger Indian Telecom Market (Vidani & Plaha, 2016). This Study Looks At Consumer Preferences To Understand How Recharge Plans And Extra Services Like Free Ott Subscriptions, Data Rollover, And International Calling Affect Customer Loyalty And Satisfaction. (Niyati & Vidani, 2016).

Background of Indian Telecom Industry

The Indian Telecom Industry Is One Of The Biggest In The World, Growing Number Of Subscribers And A Rising Demand For Mobile Internet. It Has Shifted From Focusing On Voice Calls To Data Services, Mainly Because Of Cheap Smartphones And Competitive Pricing From Telecom Companies (Vidani, 2015). In This Situation, Reliance Jio Has Been Key By Providing Free Voice Calls And Affordable Data Plans, Which Has Forced Other Companies Like Airtel, Vodafone Idea, And BSNL To Adjust To These Changes (Niyati & Vidani, 2016). Before The Entry Of Jio, Airtel Held A Strong Market Position, Offering Reliable Network Coverage, Quality Services, And A Variety Of Plans (Mala, Vidani, & Solanki, 2016)

In 2016 Jio Enter Market And Jio Introduced A New Era Of Competition, With Affordable Price, Improved Service Offerings, And A Greater Focus On Customer Experience. These Changes Significantly Impacted Consumer Behaviour, As Users Became More Price-Sensitive And Demanded Better Value From Their Service Providers. (Vidani & Plaha, 2016)

Importance of Recharge Plans and Add-on Services:

Recharge Plans Are Essential For The Prepaid Telecom Market, Which Makes Up A Large Part Of India's Subscribers. While Basic Plans Provide Voice And Data Services, Consumers Now Want More Value For Their Money Through Add-On Services. These Include Extra Perks Like Free Access To Streaming Platforms Such As Netflix, Amazon Prime, And Disney+ Hotstar, Data Rollover Services, And Free SMS Packs. (Vidani, 2016)

In Ahmedabad, Recharge Plans That Include These Additional Services Are Especially Appealing Because They Meet The Growing Demands For Entertainment, Communication, And Information(Odedra, Rabadiya, & Vidani, 2018). As More People Consume Digital Content, The Need For Plans That Offer Free Or Discounted Ott Subscriptions Has Increased. Additionally, Data Rollover Options, Which Let Users Carry Over Unused Data To Their Next Recharge, Are Becoming Crucial For Many When Choosing Between Jio And Airtel. (Vasveliyya & Vidani, 2019)

Significance of the Study:

Understanding Consumer Behaviour Is Essential For Telecom Operators To Remain Competitive In A Fast-Changing Market(Sachaniya, Vora, & Vidani, 2019). The Insights From This Study Will Assist Jio And Airtel In Improving Their Marketing Strategies, Enhancing Their Recharge Plans, And Launching New Add-On Services That Meet The Changing Needs Of Consumers. Additionally, The Findings Will Be Useful For Policymakers And Regulators To Promote Fair Competition And Protect Consumers In The Telecom Industry. (Vidani, 2019) For Businesses, Understanding Consumer Behaviour Gives Them A Competitive Advantage By Allowing Them To Understand Market Trends And Adjust Their Products Or Services Accordingly(Vidani, Jacob, & Patel, 2019). For Jio And Airtel, Attracting And Keeping Customers In A Market Like Ahmedabad, Where Consumer Expectations Are High, Depends On Their Ability To Provide Value-Added Services At Competitive Prices.

Research Objectives

1. To compare how consumers in Ahmedabad behave towards Jio and Airtel, especially when it comes to recharge plans and extra services.
2. To see how age affects people's choices for recharge plans and the importance of add-on services like OTT subscriptions, data rollover, and international calls.
3. To look at how age influences satisfaction with network quality, plan variety, and customer service from Jio and Airtel.
4. To find out how add-on services affect customer loyalty and satisfaction with Jio and Airtel, depending on different age groups.
5. To understand what factors influence consumer choices between telecom providers, such as price, flexibility, and value-added services.
6. To give useful insights for Jio and Airtel to improve their plans and strategies to meet the different needs of consumers.

LITERATURE REVIEW

The Indian telecom market has changed dramatically in recent years, especially with the arrival of Reliance Jio in 2016(Vidani J. N., 2016). Jio's low prices and innovative services have changed what consumers expect from telecom providers, leading to strong competition with established companies like Airtel(Bhatt, Patel, & Vidani, 2017). This literature review looks at what research has found about consumer behaviour regarding Jio and Airtel, especially focusing on their recharge plans and add-on services in Ahmedabad City((Vidani, 2018).

1. Jio's Impact on the Market

Jio changed the telecom landscape by offering free voice calls and unlimited data for an introductory period. This approach attracted many customers (Bhatt, Patel, & Vidani, 2017). Jio's success lies in its broad range of services, which include entertainment options like JioTV and JioCinema, appealing to consumers who want more than just voice and data (Pathak & Vidani, 2016)

2. Airtel's Response to Competition

Airtel, one of the oldest telecom companies in India, had to adapt quickly to Jio's entry. Research shows that Airtel focused on improving service quality, expanding its network, and offering competitive plans.

Airtel's marketing emphasizes its reliability and customer service. It has also added services like Airtel Xstream (streaming service) and Wynk Music to enhance its appeal(Vidani & Plaha, 2017). This strategy aims to attract customers looking for more value beyond basic telecom services(Vidani, 2019).

3. Comparing Recharge Plans

- Price Sensitivity

Price is a crucial factor for Indian consumers. Many people are very price-conscious and look for the best deals. Jio's lower prices have attracted a large number of users, especially in Ahmedabad Younger consumers tend to prefer Jio for its affordability.

On the other hand, Airtel positions itself as a higher-quality option, attracting customers who are willing to pay more for reliable service(Vidani J. N., 2020)

- Add-On Services

Consumers increasingly consider additional features when choosing a provider, popular features include:

- Data rollover: Carrying unused data to the next month.
- OTT subscriptions: Access to streaming services like Netflix.
- Family plans: Options for multiple users under one account(Vidani J. N., 2018)

Jio often bundles these features into its plans, appealing to data-driven users. Meanwhile, Airtel focuses on premium services, catering to consumers who prioritize quality (Vidani, Jacob, & Patel, 2019).

4. Consumer Behaviour in Ahmedabad

The preferences of consumers in Ahmedabad show significant variation based on demographics and local factors. Research indicates that younger people, especially students and young professionals, tend to favour Jio due to its cost-effectiveness. Older consumers or those with higher incomes often prefer Airtel for its reliability. (Vidani J. N., 2016).

Local market conditions also affect consumer choices. For instance, Jio is rapidly expanding its network, which could make it more appealing in areas where Airtel is currently strong. (Vidani, Meghrajani, & Siddarth, 2023)

5. Brand Loyalty and Trust

Brand loyalty is vital in the competitive telecom market (Vidani & Pathak, 2016). Research indicates that although Jio has grown quickly, Airtel still retains a loyal customer base due to its long history and reputation for quality. (Rathod, Meghrajani, & Vidani, 2022)

- Factors Influencing Loyalty

Several elements influence brand loyalty:

- Service Quality: Reliable service leads to customer satisfaction.
- Customer Service: Good customer support can enhance perceptions of the brand.
- Value for Money: Consumers are more likely to stay with a brand they believe offers good value (Vidani & Das, 2021)

- Trust in Brands

Trust is crucial when consumers choose a telecom provider. Customers are more likely to choose brands they trust, especially when it comes to issues like data privacy and security. Airtel's established reputation has helped build trust among its users, while Jio is still working to establish a similar level of trust. (Vidani & Plaha, 2017).

6. Future Trends

As technology advances, consumer behaviour in telecommunications is expected to change further. (Vidani & Plaha, 2017). The rollout of 5G technology and the growing number of internet-connected devices will likely influence consumer preferences. (Vidani J. N., 2020)

- The Impact of 5G

5G technology promises faster internet speeds and better services. As it becomes more widely available, consumers will likely seek providers that can offer these improved services (Vidani J. N., 2022). Companies that can effectively use 5G to enhance customer experiences will likely succeed. (Saxena & Vidani, 2023)

- Personalization of Services

Consumers increasingly want services tailored to their needs. Telecom companies that use data to offer customized plans are likely to see higher satisfaction and loyalty (Vidani, Das, Meghrajani, & Singh, 2023)

Research Gap

The research gap in the study titled “A comparative study on the consumer behaviour towards Jio and Airtel with respect to recharge plans with add-on facilities in Ahmedabad city” primarily revolves around the limited understanding of how consumer preferences are shaped by the specific features of recharge plans offered by telecom providers, particularly Jio and Airtel, within the localized context of Ahmedabad. While there has been substantial research into consumer behaviour in the telecom industry at a national level, the existing literature often lacks an in-depth analysis of how regional factors, such as local pricing sensitivity, socio-economic status, and regional infrastructure, influence consumers' decision-making processes when it comes to selecting mobile recharge plans. Additionally, research comparing Jio and Airtel, two of India's dominant telecom players, tends to focus on broader aspects such as brand loyalty, market share, and service quality but does not delve deeply into the nuanced preferences consumers exhibit toward specific features like data packages, voice call offers, or additional benefits such as OTT subscriptions, free roaming, or value-added services.

A key gap lies in understanding the interplay between consumer perceptions of these add-on facilities (e.g., Netflix, Amazon Prime, Disney+ Hotstar subscriptions) and their overall satisfaction with telecom services in Ahmedabad. While Jio's aggressive pricing strategies and its initial "free" services helped it gain substantial market share, Airtel's focus on premium services and reliability has carved out its niche. However, a comparative study focusing specifically on how these factors influence consumers in Ahmedabad, a city with a mix of urban professionals, students, and middle-class families, remains underexplored. Most studies in this domain either focus on individual telecom brands or fail to segment consumer behaviour based on demographic factors like age, income, or occupation, which play a critical role in shaping preference. Furthermore, there is a scarcity of research on the long-term loyalty or switching behaviour related to add-on services in the context of prepaid recharge plans, despite the fact that such plans with additional perks often sway consumer decisions more than basic plans.

Moreover, while various studies examine the price sensitivity of consumers in the telecom sector, they do not fully address how factors like service quality, network coverage, and after-sales customer support influence the perceived value of recharge plans. The evolving nature of telecom services, with the introduction of 5G and the increasing importance of high-speed data, adds another layer of complexity to consumer choices. These technological advancements, coupled with the growing trend of bundled services, require a fresh perspective on how customers weigh price against perceived value. Also, there is a lack of research on the influence of digital marketing and promotional campaigns by Jio and Airtel on consumer decision-making in Ahmedabad. While Jio has leveraged its digital-first approach, Airtel's premium positioning appeals to a different consumer segment, yet the relative importance of these strategies in driving consumer behaviour is understudied in the local context.

In conclusion, while there is an established body of research on consumer behaviour in the telecom industry, there is a noticeable research gap in understanding how specific recharge plans with add-on facilities shape consumer choices in Ahmedabad. A comparative analysis focusing on demographic segmentation, local preferences, and the role of value-added services is essential for providing a deeper, region-specific insight into consumer behaviour in this highly competitive market. This gap presents an opportunity for targeted research that could inform telecom providers' marketing strategies and improve customer satisfaction.

HYPOTHESIS

H1 : There is a significant relationship between age and the importance of add-on facilities (e.g., OTT subscriptions) in the choice of recharge plans.

H2 : There is a significant relationship between age and the preference for the current telecom operator due to affordable recharge plans.

H3 : There is a significant relationship between age and satisfaction with the variety of recharge plans offered by the telecom service provider.

H4 : There is a significant relationship between age and satisfaction with the network quality (call and internet connectivity) of the current telecom provider.

H5 : There is a significant relationship between age and the frequency of network issues (call drops or slow internet speed) faced with the telecom provider.

H6 : There is a significant relationship between age and the perceived usefulness of additional features (e.g., OTT subscriptions, data rollover, international calling) in the current recharge plan.

H7 : There is a significant relationship between age and the likelihood of switching to a different telecom operator if they offered better add-on facilities.

H8 : There is a significant relationship between age and the willingness to pay extra for add-on services like OTT subscriptions or additional data.

H9 : There is a significant relationship between age and satisfaction with the overall customer service provided by the telecom operator.

H10 : There is a significant relationship between age and loyalty to the current telecom provider and the intention to switch to a competitor.

Table 1. Validation Of Questionnaire

Statements	Citation
H1 : There is a significant relationship between age and the importance of add-on facilities (e.g., OTT subscriptions) in the choice of recharge plans.	(Vidani, 2015) (Modi, Harkani, Radadiya, & Vidani, 2016)
H2 : There is a significant relationship between age and the preference for the current telecom operator due to affordable recharge plans.	(Solanki & Vidani, 2016)
H3 : There is a significant relationship between age and satisfaction with the variety of recharge plans offered by the telecom service provider.	(Bhatt, Patel, & Vidani, 2017)

H4 : There is a significant relationship between age and satisfaction with the network quality (call and internet connectivity) of the current telecom provider.	(Niyati & Vidani, 2016)
H5 : There is a significant relationship between age and the frequency of network issues (call drops or slow internet speed) faced with the telecom provider.	(Pradhan, Tshogay, & Vidani, 2016)
H6 : There is a significant relationship between age and the perceived usefulness of additional features (e.g., OTT subscriptions, data rollover, international calling) in the current recharge plan.	(Vidani, 2016)
H7 : There is a significant relationship between age and the likelihood of switching to a different telecom operator if they offered better add-on facilities.	(Dhere, Vidani, & Solanki, 2016)
H8 : There is a significant relationship between age and the willingness to pay extra for add-on services like OTT subscriptions or additional data.	(Mala, Vidani, & Solanki, 2016)
H9 : There is a significant relationship between age and satisfaction with the overall customer service provided by the telecom operator.	(Sukhanandi, Tank, & Vidani, 2018)
H10 : There is a significant relationship between age and loyalty to the current telecom provider and the intention to switch to a competitor.	(Singh, Vidani, & Nagoria, 2016)

Source: Author's compilation

METHODOLOGY

Table 2. Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	222
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

Source: (Sharma & Vidani, 2023)

Demographic Summary

The demographic summary of the sample provides important details about age, gender, education, job, income, and the telecom operators people use. The most of people are from age group of 18-25 that is 72.1% of total sample, 25-32 age group people is 14.4% of total sample, 33-39 age group people is 3.6% of total sample, 39-46 age group people is 7.2% of total sample, 46 and above aged people is 2.7% of total sample. In terms of gender, 60.4% are male, while 39.6% are female. Most participants in the study are well-educated, with 40.5% holding a master's degree and 30.6% a bachelor's degree. A smaller percentage have high school education (8.1%), Ph.D. qualifications (7.2%), or other certifications (13.5%). In terms of occupation, the majority of participants are students, making up 57.7% of the sample. This is followed by salaried employees (14.4%) and self-employed individuals (12.6%). Homemakers account for 8.1%, while retirees make up 7.2% of the participants. Most participants have lower monthly incomes, with 43.2% earning less than ₹15,000 and 25.2% earning between ₹15,000 and ₹30,000. Reliance Jio is the most popular telecom operator, used by 59.5% of participants, followed by Airtel at 29.7% and Vi at 10.8%.

Cronbach Alpha

Table 3. CRONBACH ALPHA

Cronbach Alpha Value	No. of items
0.889	14

Source: SPSS Software

The Cronbach's Alpha value of 0.889 shows that the 14 items in the scale have strong internal consistency, meaning they are closely related and measure the same idea. Since this value is above the common standard of 0.7, it confirms that the scale is reliable and provides consistent responses. A value of 0.889 is excellent, indicating the questionnaire works well in measuring a single concept. However, it's important to note that while this shows consistency, it doesn't prove the instrument's validity.

Table 4. Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/ Reject Null hypothesis	R value	Relationship
1	H1 : There is a significant relationship between age and the importance of add-on facilities (e.g., OTT subscriptions) in the choice of recharge plans.	0.001	<	H01 Rejected (Null hypothesis rejected)	.826	STRONG
2	H2 : There is a significant	0.001	<	H02	.471	WEAK

	relationship between age and the preference for the current telecom operator due to affordable recharge plans.			Rejected (Null hypothesis rejected)		
3	H3 : There is a significant relationship between age and satisfaction with the variety of recharge plans offered by the telecom service provider.	0.003	<	H03 Rejected (Null hypothesis rejected)	.644	STRONG
4	H4 : There is a significant relationship between age and satisfaction with the network quality (call and internet connectivity) of the current telecom provider.	0.051	>	H04 accepted (Null hypothesis accepted)	.211	WEAK
5	H5 : There is a significant relationship between age and the frequency of network issues (call drops or slow internet speed) faced with the telecom provider.	0.001	<	H05 Rejected (Null hypothesis rejected)	.001	WEAK
6	H6 : There is a significant relationship between age and the perceived usefulness of	0.013	<	H06 Rejected (Null hypothesis rejected)	.168	WEAK

	additional features (e.g., OTT subscriptions, data rollover, international calling) in the current recharge plan.					
7	H7 : There is a significant relationship between age and the likelihood of switching to a different telecom operator if they offered better add-on facilities.	0.001	<	H07 Rejected (Null hypothesis rejected)	.132	WEAK
8	H8 : There is a significant relationship between age and the willingness to pay extra for add-on services like OTT subscriptions or additional data.	0.162	>	H08 Accepted (Null hypothesis accepted)	.987	STRONG
9	H9 : There is a significant relationship between age and satisfaction with the overall customer service provided by the telecom operator.	0.003	<	H09 Rejected (Null hypothesis rejected)	.272	WEAK
10	H10 : There is a significant relationship between age and loyalty to the current telecom provider and the intention to	0.008	<	H10 Rejected (Null hypothesis rejected)	.030	WEAK

	switch to a competitor.					
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Source: (Saxena & Vidani, 2023)

RESULTS AND DISCUSSION

The study examines how age affects consumer behaviour toward Jio and Airtel in Ahmedabad, focusing on recharge plans and add-on services. It identifies both strong and weak connections between age and various preferences, offering useful insights for telecom providers.

1. Importance of Add-On Facilities (H₁):

A strong link ($p = 0.001$, $R = 0.826$) shows younger consumers highly value add-ons like OTT subscriptions (Netflix, Amazon Prime) when choosing providers. Jio can target this group by emphasizing its bundled services.

2. Preference for Affordable Plans (H₂):

A weak relationship ($p = 0.001$, $R = 0.471$) reveals younger consumers are more price-sensitive, while affordability matters less for older consumers, who prioritize other factors like network quality.

3. Variety of Recharge Plans (H₃):

A strong connection ($p = 0.003$, $R = 0.644$) shows younger consumers prefer flexible plans, aligning with Jio's offerings, while older users favor Airtel's simpler options.

4. Network Quality Satisfaction (H₄):

A weak link ($p = 0.051$, $R = 0.211$) indicates older consumers prioritize reliable networks more than younger users, who may tolerate lower quality for cheaper plans.

5. Network Issues (H₅):

A weak but significant connection ($p = 0.001$, $R = 0.001$) shows older consumers experience more network problems, affecting their satisfaction and preference for reliable services.

6. Perceived Usefulness of Add-Ons (H₆):

A weak relationship ($p = 0.013$, $R = 0.168$) suggests younger users value add-ons like OTT subscriptions, while older users are less influenced by these features.

7. Switching Operators for Add-Ons (H₇):

A weak link ($p = 0.001$, $R = 0.132$) shows younger consumers are more likely to switch for better add-ons, while older users exhibit stronger loyalty to their current provider.

8. Willingness to Pay for Add-Ons (H₈):

No significant relationship ($p = 0.162$, $R = 0.987$) indicates willingness to pay for add-ons depends on perceived value rather than age.

9. Customer Service Satisfaction (H₉):

A weak relationship ($p = 0.003$, $R = 0.272$) reveals older consumers value personalized customer service more, whereas younger users prioritize price and add-ons. (Saxena & Vidani, 2023)

10. Loyalty to Provider (H_{10}):

A weak connection ($p = 0.008$, $R = 0.030$) suggests older consumers are more loyal, while younger users are more flexible and switch for better deals or services (Mahajan & Vidani, 2023)

Theoretical Implications

This study provides key insights into consumer behaviour in the telecom sector, emphasizing the impact of age on preferences, decision-making, and satisfaction. The findings advance theoretical understanding in areas such as demographic influences, value perception, and service adoption in telecommunications.

1. Age as a Consumer Behaviour Determinant:

Age significantly influences choices, with younger consumers prioritizing entertainment-based add-ons (e.g., OTT services) and older consumers focusing on reliability and service quality. These findings align with Maslow's Hierarchy of Needs and Herzberg's Two-Factor Theory.

2. Utility and Perceived Value:

Younger users derive greater utility from entertainment add-ons, while older users prioritize functional benefits like network reliability. This supports multidimensional perceptions of value in Utility and Expectation Confirmation Theories.

3. Consumer Segmentation:

Age differences underscore the importance of segmenting customers based on preferences. Younger consumers favour bundled, innovative services, whereas older consumers prefer straightforward, reliable options, aligning with the STP model.

4. Brand Loyalty and Switching Behaviour:

Older consumers display greater loyalty, while younger users exhibit flexibility and are influenced by price and promotions. This supports Customer Loyalty Theory and highlights the competitive dynamics of the market.

5. Service Quality:

Older consumers prioritize consistent service quality, whereas younger users value additional features like OTT subscriptions. These findings align with the SERVQUAL model, emphasizing reliability and technological innovation.

6. Technology Adoption:

Younger consumers are more inclined to adopt new technologies, such as OTT platforms, while older users show resistance to non-essential innovations. This supports the Technology Acceptance Model (TAM) and the role of age in technology adoption.

Practical Implications

The study offers actionable insights for telecom providers like Jio and Airtel to refine their marketing strategies, product offerings, and customer service approaches based on age-specific consumer behaviour in Ahmedabad. Key findings and implications include:

1. Targeted Marketing and Product Segmentation:

- Younger Consumers (under 30): Prefer bundled plans with add-ons like OTT subscriptions.
- Older Consumers: Value network reliability, simple plans, and excellent customer service.

Action: Tailor marketing campaigns to highlight entertainment value for younger audiences and reliability for older ones.

2. Bundled Add-On Services:

- Younger consumers prioritize OTT services and are more likely to switch providers for better add-ons.

Action: Develop attractive bundles with partnerships (e.g., Netflix, Disney+, Amazon Prime) to enhance loyalty among younger users.

3. Network Reliability Focus:

- Older consumers demand consistent call quality and internet reliability.

Action: Promote network strength in marketing to build trust, particularly among older demographics.

4. Enhanced Customer Service:

- Older users prioritize personalized, attentive service, while younger consumers prefer self-service options.

Action: Offer dedicated customer support for older users and digital self-help tools for younger ones.

5. Loyalty Programs:

- Older consumers show moderate loyalty but appreciate incentives.

Action: Introduce loyalty programs offering discounts, extra data, or exclusive perks to retain this demographic.

6. Flexible Recharge Plans:

- Younger users favour customization; older users prefer simplicity.

Action: Provide diverse plans catering to these preferences, with clear communication and personalized recommendations.

CONCLUSIONS AND RECOMMENDATIONS

While this study has provided valuable insights into the influence of age on consumer behaviour towards telecom services in Ahmedabad, several areas remain unexplored or underexplored, offering opportunities for future research. The following recommendations highlight potential directions for expanding the scope of this study and deepening understanding of consumer preferences in the telecom industry:

1. Exploration of Other Demographic Factors

While this study primarily focused on age, future research could explore the impact of other demographic variables, such as income level, education, occupation, and geographic location on consumer behaviour. For instance, income level may significantly influence how consumers perceive the

affordability and value of recharge plans or add-on services. Similarly, consumers in rural vs. urban areas may exhibit different preferences due to varying levels of network availability and service quality. Investigating these factors can provide a more comprehensive view of the drivers behind telecom service preferences.

2. Longitudinal Studies on Consumer Loyalty

This study provides valuable insights into brand loyalty, particularly among older consumers. However, future research could benefit from conducting longitudinal studies to track how loyalty develops over time and how it might shift in response to changes in service offerings, pricing models, or customer satisfaction. Long-term studies could help identify trends, such as how shifts in technology (e.g., 5G) or the introduction of new features influence brand loyalty over several years.

3. Impact of Technological Advancements

The role of emerging technologies, such as 5G, Internet of Things (IoT), and AI-driven services (e.g., personalized recommendations), could significantly affect consumer preferences and behaviour. Research could investigate how consumers, across different age groups, perceive and adopt these technologies within their telecom plans. A focus on how new technological innovations influence the value placed on add-on services like OTT subscriptions, data plans, and digital features would be valuable.

4. In-Depth Qualitative Studies

While this study utilized quantitative methods to explore relationships between age and consumer behaviour, qualitative research could provide deeper insights into the why behind consumer choices. Interviews, focus groups, or case studies could be conducted with consumers across various age groups to explore their emotional, psychological, and social motivations for choosing telecom providers and services. This qualitative data could help explain the nuances of consumer preferences that are not captured in quantitative analyses.

5. Consumer Perceptions of Telecom Advertising

Future research could examine how advertising and promotional campaigns influence consumer decisions in the telecom sector, particularly in the context of add-on services. Understanding the effectiveness of various advertising channels (e.g., digital vs. traditional media) and how they resonate with different age groups could help telecom operators optimize their marketing strategies. This research could focus on the role of social media campaigns, celebrity endorsements, and targeted digital ads in shaping consumer perceptions of telecom brands.

6. Comparative Study Across Telecom Brands

Although this study compared consumer behaviour between Jio and Airtel, a comparative study of more telecom operators (e.g., Vodafone Idea, BSNL) could provide a broader understanding of how consumer behaviour varies across brands. Comparing how different telecom companies meet the needs of various age groups, in terms of pricing, service quality, add-on facilities, and customer service, could yield actionable insights for competitors in the

industry. This would also allow for a more robust understanding of brand positioning in the market.

7. Cross-Cultural and Cross-National Comparisons

Given the regional focus on Ahmedabad, future studies could explore cross-cultural or cross-national comparisons to identify whether consumer behaviour patterns towards telecom services are consistent across different geographic and cultural contexts. This research could investigate whether age-related preferences for recharge plans and add-ons vary between different states, cities, or even countries, especially as telecom services become more global and interconnected.

8. Impact of Consumer Feedback on Service Improvement

Future studies could explore how consumer feedback and ratings (via surveys, online reviews, and social media) directly influence the way telecom companies adapt and improve their service offerings. Understanding the relationship between consumer feedback and company responses—such as changes in pricing, plan structures, or network improvements—could be instrumental in understanding how telecom companies evolve to meet shifting consumer needs.

FURTHER STUDY

This research still has limitations, so it is necessary to carry out further research related to the topic of A Comparative Study on the Consumer Behaviour Towards Jio and Airtel with Respect to Recharge Plans with Add on Facilities in order to improve this research and add insight to readers.

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