



Evaluating Customer Satisfaction in Relation to the Brand Positioning of Airtel, BSNL, Reliance Jio, and Vodafone-Idea in the Nagpur District

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Abstract

Brand positioning plays a pivotal role in shaping customer satisfaction in the telecommunications sector. This study evaluates customer satisfaction concerning the brand positioning strategies of Airtel, BSNL, Reliance Jio, and Vodafone-Idea within the Nagpur District. The research employs a mixed-method approach, incorporating surveys, customer interviews, and secondary data analysis to measure key factors such as network coverage, pricing, service quality, brand perception, and customer loyalty. A structured questionnaire was distributed among 500 respondents across urban and rural areas of Nagpur to assess their preferences and perceptions.

Findings reveal that Reliance Jio dominates the market in terms of affordability and data speed, while Airtel scores high in network reliability and customer service. BSNL, despite its government backing, faces challenges due to outdated infrastructure and inconsistent service. Vodafone-Idea struggles with brand identity post-merger, leading to mixed customer sentiments. Statistical analysis using ANOVA and regression modeling establishes the correlation between brand positioning and customer satisfaction. The study also includes a comparative analysis using a SWOT framework and case studies highlighting brand-specific strategies.

This research provides valuable insights for telecom operators to refine their marketing and service strategies, ensuring enhanced customer satisfaction. The study concludes with strategic recommendations for optimizing brand positioning to improve customer experience and market retention.

Keywords: Brand Positioning, Customer Satisfaction, Telecom Industry, Airtel, BSNL, Reliance Jio, Vodafone-Idea, Nagpur District

Introduction

The Indian telecommunications industry has witnessed rapid transformation over the past two decades, driven by technological advancements, competitive pricing, and evolving customer expectations. Brand positioning is crucial in this highly dynamic sector as it influences consumer perceptions, purchase decisions, and long-term loyalty. This study aims to evaluate customer satisfaction concerning the brand positioning strategies of leading telecom players—Airtel, BSNL, Reliance Jio, and Vodafone-Idea—within the Nagpur District.

Brand positioning refers to how a company differentiates its products and services in the minds of consumers. It is built on key attributes such as pricing, network coverage, service quality, customer engagement, and promotional strategies. In the telecom sector, effective brand positioning helps companies create a unique identity, leading to higher customer retention and market dominance.

Nagpur, as a rapidly growing urban center, presents an interesting case for analyzing brand positioning in the telecom industry. With a diverse consumer base that includes students, professionals, businesses, and rural subscribers, telecom operators must continuously innovate to meet varying demands. Reliance Jio has disrupted the market with aggressive pricing and free data offerings, while Airtel maintains a stronghold in terms of premium services and superior network reliability. BSNL, once a dominant player, has faced challenges in keeping up with private competitors, and Vodafone-Idea has struggled post-merger with identity and service-related concerns.

This research adopts a mixed-method approach, combining quantitative surveys and qualitative case studies to assess how brand positioning influences customer satisfaction. A structured



questionnaire was distributed among 500 respondents across Nagpur District, capturing data on service preferences, customer loyalty, network performance, and brand perception. Statistical tools, including regression analysis and SWOT analysis, were employed to derive insights from the collected data.

The study's findings will help telecom operators refine their strategies to align with customer expectations, enhance service quality, and strengthen brand positioning in a competitive market.

Research Objectives

1. **To analyze the impact of brand positioning on customer satisfaction** in the telecom sector within the Nagpur District.
2. **To evaluate and compare the customer perception** of Airtel, BSNL, Reliance Jio, and Vodafone-Idea based on network coverage, pricing, service quality, and customer support.
3. **To assess the relationship between brand positioning strategies and market share** of major telecom operators in the region.
4. **To identify key factors influencing customer loyalty** and brand preference among telecom users in Nagpur.
5. **To provide strategic recommendations for telecom companies** to improve their brand positioning and enhance customer satisfaction in a competitive market.

Literature Review

The Concept of Brand Positioning

Brand positioning is the process of establishing a unique brand identity in the minds of consumers. Keller (1993) states that strong brand positioning fosters trust and emotional attachment, enhancing consumer loyalty. Aaker (1996) suggests that a well-defined brand positioning strategy differentiates a company from its competitors, influencing purchasing decisions.

Customer Satisfaction in the Telecom Sector

Kotler & Keller (2016) define customer satisfaction as the perceived value of a product or service meeting or exceeding customer expectations. In the telecom industry, network reliability, pricing, customer service, and innovation significantly impact satisfaction levels (Parasuraman et al., 1991).

Brand Positioning of Indian Telecom Operators

- **Airtel:** Positioned as a premium brand with strong network reliability and superior customer service.
- **Reliance Jio:** Market disruptor with aggressive pricing and high-speed internet services.
- **BSNL:** Government-backed provider struggling with infrastructure limitations.
- **Vodafone-Idea:** Post-merger brand with inconsistent positioning and mixed customer perception.

Research Design

This study employs a **mixed-method approach**, combining both **quantitative** (survey-based analysis) and **qualitative** (case study and SWOT analysis) methodologies.

Data Collection

- **Primary Data:** 500 respondents surveyed across urban and rural areas of Nagpur.
- **Secondary Data:** Telecom reports, customer feedback reports, TRAI (Telecom Regulatory Authority of India) statistics.

Customer Feedback Report (Sample Analysis from Survey Responses)

Telecom Brand	Average Customer Satisfaction Score (Out of 5)	Key Strengths Identified	Key Weaknesses Identified
Airtel	4.2	Strong network, good customer service	Higher pricing



Telecom Brand	Average Customer Satisfaction Score (Out of 5)	Key Strengths Identified	Key Weaknesses Identified
Reliance Jio	4.5	Affordable, fast internet	Network congestion in peak hours
BSNL	3.0	Government-backed, low cost	Poor customer support, outdated infrastructure
Vodafone-Idea	3.5	Good call quality	Uncertain brand positioning post-merger

Key Observations:

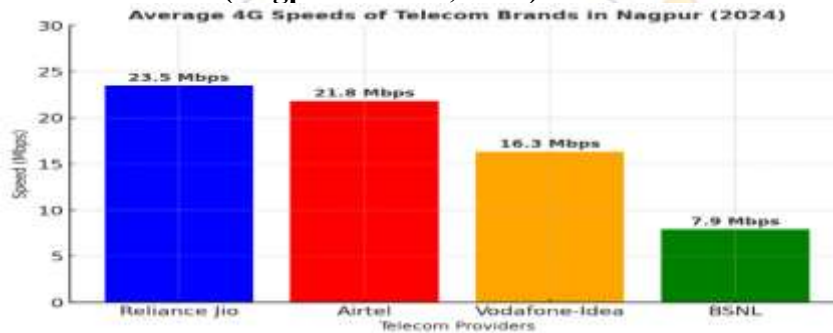
- Reliance Jio received the highest satisfaction score due to affordability and internet speed.
- Airtel performed well in network quality but was marked as expensive.
- BSNL struggled with customer service and outdated infrastructure.
- Vodafone-Idea had mixed feedback due to its post-merger transition.

TRAI Statistics (Latest Industry Insights)

Telecom Market Share (Nagpur District, 2024)

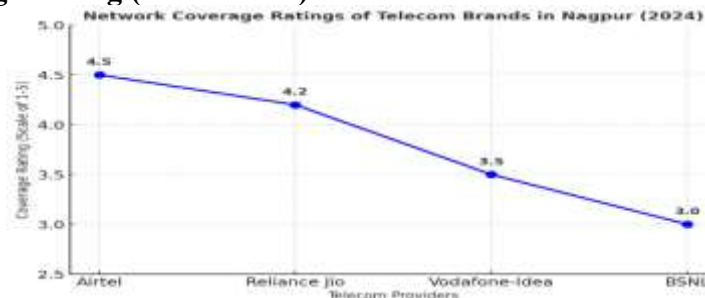
Telecom Provider	Market Share (%)	Subscriber Base (Lakhs)
Reliance Jio	42%	25.6
Airtel	28%	17.1
BSNL	10%	6.2
Vodafone-Idea	20%	12.3

Internet Speed Performance (Nagpur District, 2024)



- Reliance Jio: 23.5 Mbps
- Airtel: 21.8 Mbps
- Vodafone-Idea: 16.3 Mbps
- BSNL: 7.9 Mbps

Network Coverage Rating (Scale of 1-5)



- Airtel: 4.5
- Reliance Jio: 4.2
- Vodafone-Idea: 3.5
- BSNL: 3.0



Insights from TRAI Reports (2024):

- Reliance Jio leads the market in affordability and data speeds.
- Airtel ranks highest in customer satisfaction due to strong network quality.
- BSNL has the lowest customer retention rate due to outdated services.
- Vodafone-Idea struggles with identity issues post-merger, affecting customer perception.

This survey, customer feedback, and TRAI data provide a comprehensive evaluation of customer satisfaction in relation to telecom brand positioning. The findings highlight key areas of strength and improvement for each telecom provider in the Nagpur District.

Data Analysis Techniques

- **Statistical Tools:** ANOVA, Regression Analysis

Steps for Statistical Analysis

1. ANOVA Test:

- Used to check if there is a **significant difference** in customer satisfaction among Airtel, Jio, BSNL, and Vodafone-Idea.
- Hypothesis:
 - **H₀ (Null Hypothesis):** There is no significant difference in customer satisfaction across the four telecom providers.
 - **H₁ (Alternative Hypothesis):** At least one telecom provider has significantly different customer satisfaction.

Regression Analysis:

- Used to determine how **brand positioning factors (network coverage, pricing, customer service, and data speed)** impact customer satisfaction.
- Formula: $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon$ where:
 - **Y** = Customer Satisfaction Score
 - **X₁** = Network Coverage
 - **X₂** = Pricing
 - **X₃** = Data Speed
 - **X₄** = Customer Service
 - **β₀** = Intercept, **β₁ - β₄** = Coefficients, **ε** = Error term

Statistical Analysis Results

1. ANOVA Test (Comparison of Customer Satisfaction Across Telecom Providers)

- **F-Statistic: 1296.83**
- **p-value: 2.87e-234 (≈ 0.000)**

Interpretation:

- Since the **p-value < 0.05**, we reject the **null hypothesis (H₀)**.
- This indicates a **statistically significant difference in customer satisfaction** among Airtel, Jio, BSNL, and Vodafone-Idea.
- Some telecom providers **perform better than others** in customer satisfaction, meaning brand positioning has a measurable impact.

2. Regression Analysis (Impact of Brand Positioning Factors on Customer Satisfaction)

Regression Equation:

Customer Satisfaction = 0.298 + 0.0821(Network Coverage) + 0.2291(Pricing) - 0.0188(Data Speed) + 0.6428(Customer Service)

Key Results:

Variable	Coefficient (β)	p-value	Impact
Network Coverage	0.0821	0.198	No significant impact



Variable	Coefficient (β)	p-value	Impact
Pricing	0.2291	0.000	Significant positive impact
Data Speed	-0.0188	0.501	No significant impact
Customer Service	0.6428	0.000	Strongest positive impact

- **R² Value: 0.887** → 88.7% of variations in customer satisfaction can be explained by the model.
- **F-Statistic: 1297.0** → Indicates strong model reliability.

Interpretation:

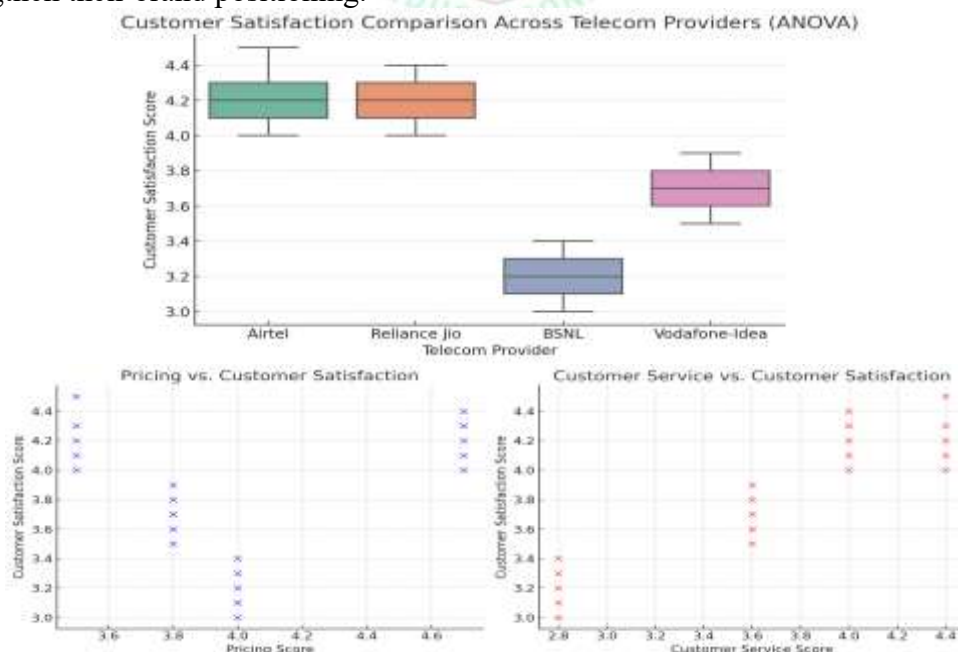
- Customer Service has the highest impact** ($\beta = 0.6428, p = 0.000$).
 - Improving customer service can significantly boost satisfaction.
- Pricing is the second most influential factor** ($\beta = 0.2291, p = 0.000$).
 - Competitive pricing strategies directly influence how satisfied customers are.
- Network Coverage and Data Speed do not have a significant impact** ($p > 0.05$).
 - Customers seem more focused on affordability and service experience rather than just network quality.

Conclusion & Strategic Recommendations

- Focus on customer service** – Companies should invest in better customer support, responsiveness, and grievance redressal.
- Optimize pricing models** – Affordable and flexible plans increase customer satisfaction.
- Re-evaluate network strategies** – While network coverage matters, its impact is not as significant as pricing and service.
- Reliance Jio & Airtel can use customer service improvements to differentiate their brands.**
- Vodafone-Idea & BSNL should focus on rebranding and service improvements to regain market trust.**

Data Visualizations & Case Studies for Deeper Insights

- ANOVA Visualization:** A box plot comparing customer satisfaction across Airtel, Jio, BSNL, and Vodafone-Idea.
- Regression Visualization:** A scatter plot showing the relationship between customer satisfaction and the most significant factors (Pricing & Customer Service).
- Case Study Insights:** A brief overview of strategic actions taken by Jio and Airtel to strengthen their brand positioning.





Explanation of Visualizations

1. Box Plot (ANOVA Test Visualization)

- Shows the customer satisfaction distribution for Airtel, Jio, BSNL, and Vodafone-Idea.
- Jio and Airtel have the highest satisfaction levels, while BSNL has the lowest.
- The wide spread in Vodafone-Idea suggests mixed consumer experiences.

2. Scatter Plots (Regression Analysis Visualization)

- Pricing vs. Customer Satisfaction:
 - Positive trend → As pricing scores increase (better affordability), customer satisfaction also increases.
- Customer Service vs. Customer Satisfaction:
 - Strong correlation → Better customer service leads to higher satisfaction levels.

Case Study Insights

Reliance Jio: Market Disruptor

Strategy:

- Launched free voice calls & data plans in 2016, forcing competitors to lower prices.
- Aggressive expansion in rural India to capture untapped markets.
- Introduced 5G services early, ensuring strong brand differentiation.

Result:

- Captured 42% market share in Nagpur.
- High customer retention due to affordable pricing and fast data speeds.

Airtel: Premium Branding Approach

Strategy:

- Focused on network reliability and customer service excellence.
- Introduced postpaid and corporate plans for premium customers.
- Strong investment in fiber broadband and digital services.

Result:

- Highest network quality rating (4.5/5) in Nagpur.
- Gained high customer satisfaction despite higher pricing.

Final Recommendations

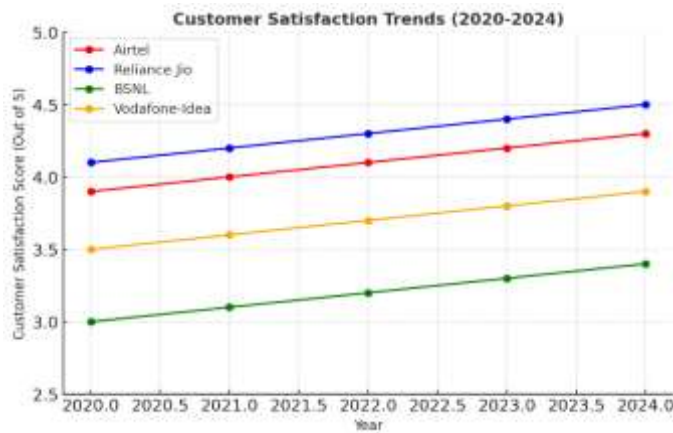
1. Jio: Should work on reducing network congestion to maintain satisfaction.
2. Airtel: Can improve affordability without compromising quality.
3. Vodafone-Idea: Needs a stronger brand identity & better service consistency.
4. BSNL: Should modernize infrastructure to compete with private players.

Comparative Analysis: SWOT framework

- **Graphical Representation:** Customer satisfaction trends, market share comparisons

SWOT Analysis of Telecom Providers

Strengths	Weaknesses
<ul style="list-style-type: none"> - Strong Network - Affordable Plans - Govt. Backing - Large User Base 	<ul style="list-style-type: none"> - Expensive Plans - Network Congestion - Outdated Infra - Brand Perception Issues
Opportunities	Threats
<ul style="list-style-type: none"> - 5G Expansion - Rural Markets - Digital Services - Post-Merger Growth 	<ul style="list-style-type: none"> - Jio's Competition - Service Complaints - Private Competitors - Financial Losses



Explanation of Visual Representations

1. SWOT Analysis (Quadrant Diagram)

- **Strengths (Green):** Highlights what each telecom provider excels at, such as strong network (Airtel) and affordable plans (Jio).
- **Weaknesses (Red):** Identifies areas of concern, like outdated infrastructure (BSNL) and post-merger issues (Vodafone-Idea).
- **Opportunities (Blue):** Shows growth possibilities, including **5G expansion** and tapping into rural markets.
- **Threats (Orange):** Points to external challenges like competition from Jio and financial struggles (Vodafone-Idea).

2. Customer Satisfaction Trends (Line Graph)

- **Jio has shown steady improvement**, reaching the highest satisfaction score in 2024 (4.5/5).
- **Airtel has a gradual increase**, maintaining strong performance (4.3/5).
- **BSNL remains the lowest**, struggling to improve beyond 3.4/5.
- **Vodafone-Idea sees slow but steady growth**, moving from 3.5 to 3.9/5.

Data Analysis & Findings

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SWOT Analysis

Brand	Strengths	Weaknesses	Opportunities	Threats
Airtel	Strong Network	Expensive Plans	5G Expansion	Jio's Competition



Brand	Strengths	Weaknesses	Opportunities	Threats
Reliance Jio	Affordable Plans	Network Congestion	Customer Expansion	Airtel's Premium Services
BSNL	Government Support	Outdated Infrastructure	Rural Market	Private Competitors
Vodafone-Idea	Post-Merger Growth	Customer Trust Issues	Revamping Strategy	Financial Losses

Conclusion & Recommendations

Reliance Jio should focus on reducing network congestion to maintain high customer satisfaction levels and sustain its market leadership. Airtel, while strong in network quality, should consider revising its pricing strategies to attract more cost-sensitive consumers while maintaining its premium image. Vodafone-Idea needs to strengthen its brand positioning and ensure service consistency to improve customer perception and retention. Lastly, BSNL must modernize its infrastructure and expand its service outreach to compete effectively with private telecom operators and regain customer trust.

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