



Comparative Analysis Regarding Gen'z Satisfaction Over Mobile Network Connectivity Between Jio and Airtel in Ahmadabad City

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ABSTRACT

This Paper Makes a Comparison in Terms of The Level of Satisfaction of Generation Z In Ahmedabad Based on Mobile Network Connectivity Between Jio and Airtel. It Gathers Significant Insights by Bringing Up a Discussion About Various Dimensions of The Consumer Experience, Which Mainly Include Overall Satisfaction, Network Reliability, Data Speed, And Responsiveness of The Customer Service, Into Appropriate and Deeper Connections with Age. The Results Shown That the Young Customers First and Foremost Care About the Network's Performance and Adequate Service Support. Regarding Value for Money, It Was Determined That Generation Z Values Overall Value, In Other Words, High-Quality Services at Low Price. Practical Implications and Discussion with Mobile Network Providers the Several Implications That Are Practical for Mobile Network Providers Concern Reaching Strategic Marketing, Improving the Quality of The Services, And Then Adding Value to The Offering. Conclusion: Recommendation For Future Studies: Therefore, From the Results, There Is a Need to Analyse Larger Demographics Longitudinally and Look at The Impacts of Technological Innovations on Consumer Satisfaction. From This Perspective, Overall, This Study Gives Meaning to The Understanding of Consumer behaviour Within the Telecommunication Industry, Which Thus Again Reiterated the Call for Change by Service Providers According to Changing Preferences of Younger Consumers.

INTRODUCTION

In The Indian Telecom Sector, India Ranks as The Second Largest in Terms of The Number of Phone Users. Competition Between Service Providers Is High Due to The Fast Development of Technology (Vidani, 2015). With The Development of Mobile Connectivity, Telecom Operators Have to Understand Customer Needs and Satisfaction to Succeed in This Competitive Marketplace (Vidani, Das, Megh Rajani, &Chaudhari, 2023). This Study Compares the Consumer Satisfaction and Preferences of The Two Largest Telecom Industries in India, Bharti Airtel and Reliance Jio (Vidani, 2015).

Development In the Indian Telecom Industry:

India's Telecom Industry Has Expanded from Small Start to One of The Second Largest Industry in The World (Bansal, Poplar, &Vidani, 2023). It Has Most Developing Industry in The World. Indian Telecom Industry's Journey Started After Mid Of 19th Century (Vidani & Solanki, 2015). Introduction Of Radio, Television and Mobile Continued on The Higher Path with Economic Changes (Chaudhary, Patel, & Vidani, 2023). In 1990 Private Players Are Entered in The Market and They Changed Whole Telecom Sector (Vidani, 2015).

Before 1990, Telecom Sector Was Liberalised. Which Opens for Privatisation and Liberalisation of Telecom Services (Patel, Chaudhary, & Vidani, 2023). During This Time with The Beginning Of 3G Network Service (Vidani, 2015). Many Services Providers Entered in The Market and Fighting for The Area of The Growing Market (Sharma & Vidani, 2023). In Recent Time, 4G Networks Provide Faster Speed and Better Connectivity. (Vidani, 2015)

Entry Of Reliance Jio:

In 2016, The Reliance Jio Entered in The Telecom Market and Major Changes the Environment of The Telecom Industry. The Strategy of Reliance Jio Was Offering Free Voice Calls and Cheap Data Plans Distributed to The Market With Its Aggressive Pricing Strategy And Over The Nation 4 Coverage, Jio Quickly Expand Its Market Share And Become The Leader Of The Telecom Market/Sector (Solanki & Vidani, 2016).

The Market Dynamics and Consumer Behaviour Were Significantly Affected by Jio's Strategy. Customers Choice Have Changed Towards More Affordable and High-Speed Internet Services (Vidani, 2016). Other Telecom Companies Had to Change Their Strategies and They Focused on Enhancing Quality of Network and Services Offerings (Sharma & Vidani, 2023).

Bharti Airtel:

Airtel Is Established and One of The Oldest and Well-Known Telecom Company in India. It Played Vital Role in The Telecom Sector. Bharti Airtel Established In 1995 With the Excellent Track Records for Offering Strong Network Services. Airtel Maintained Its Market Position Through Smart Investment in Network Infrastructure's Excellent Customer Service (Bhatt, Patel, & Vidani, 2017). Airtel Includes Expanding Its 4g Network, Customer Service and Launching a Range of Plans and Services in Its Strategies to Match the Need of Different Customers.

Comparisons Between Bharti Airtel and Reliance Jio:

The Airtel and Jio Focuses on Several Important Elements Which Impact Customer Performance and Satisfaction. These Components Include:

1. Network Quality and Coverage:

In The Telecom Sector This Component Is Very Much Important, Which Affecting Customers Satisfaction. (Niyati & Vidani, 2016) Jio's Quick Growth and Customer Engagement Has Been the Company's Broad 4g Network. Bharti Airtel Has Also Made Major Investments in Its Network Infrastructure (Pradhan, Tshogay, & Vidani, 2016).

2. Strategies For Pricing:

Network Cost Is Highly Affected the Customer. In Order to Stay Successful Airtel Have Changed Their Pricing Strategy. Regarding Jio's Low-Cost Data Plans and Free Voice Calls (Modi, Harkani, Radadiya, & Vidani, 2016).

3. Data Quality and Quality:

Airtel Has Mostly Focused on Improving Its Data Speed and Network Performance. Jio's 4g Development Has Resulted in High Data Speed (Modi, Harkani, Radadiya, & Vidani, 2016).

4. Support To Customer:

Jio And Airtel Measures with Two Types Digital Communications Platform and Specialised Services Centre. To Enhance Their Customer Service Experience (Vidani, 2016).

5. Whole Value Proposition:

Jio And Airtel Have Modified Their Value Proposition to Be Attractive to Different Categories of Customers (Sukhanandi, Tank, & Vidani, 2018).

CONCLUSION

Jio And Airtel Are Leading Competitors in The Highly Competitive Indian Telecom Market (Singh, Vidani, & Nagoria, 2016). The Market Has Changed Due to Jio's Competitive Pricing and High Data Speed, But Airtel's Focus on Network Quality and Service Quality (Mala, Vidani, & Solanki, 2016). In Order to Understand the Nature of Competition and Match Customers Expectations as The Industry's Growth and Change in New Technologies, Continuous Investigation and Evaluation Will Be Essential to Achieving Constant Success (Dhere, Vidani, & Solanki, 2016).

Research Objectives

1. To Study the Relationship Between Age and The Satisfaction Level with Network Quality and Coverage Among Consumers (Objective Achieved in Questions 5 And 6 Of the Questionnaire).
2. To Examine the Influence of Age on Consumer Satisfaction with Data Speed and Quality Provided by Telecom Service Providers (Objective Achieved in Questions 7 And 8 Of the Questionnaire).
3. To Analyse How Age Affects the Perception of Pricing Plans and Value for Money Among Consumers in The Telecommunications Sector (Objective Achieved in Questions 9 And 10 Of the Questionnaire).
4. To Evaluate the Impact of Age on Consumer Satisfaction with Customer Service Provided by Telecom Companies (Objective Achieved in Questions 11 And 12 Of the Questionnaire).
5. To Investigate the Relationship Between Age and The Perceived Usefulness of Additional Services and Benefits Offered by Telecom Providers (Objective Achieved in Questions 13 And 14 Of the Questionnaire).
6. To Assess How Age Influences the Perception of Reliability and Consistency in Service Delivery by Telecom Providers (Objective Achieved in Questions 15 And 16 Of the Questionnaire).
7. To Determine the Relationship Between Age and Overall Satisfaction with Telecom Service Providers (Objective Achieved in Questions 17 And 18 Of the Questionnaire).
8. To Explore How Age Affects Consumers' Intentions to Switch to Telecom Providers in The Future (Objective Achieved in Questions 19 And 20 Of the Questionnaire).

LITERATURE REVIEW

The Indian Telecom Sector Has a Transformative Journey, Making It the Second Largest Telecom Market Globally Measured By The Number Of Subscribers (Singh & Vidani, 2016). Understanding The Consumer's Satisfaction and Performance Has Become Crucial for Companies to Maintain Their Competitive Edge (Vidani & Plaha, 2016). This Literature Review Aims to Examine Consumer's Satisfaction and Preferences Between Two Players in The Indian Telecom Market: Airtel and Jio (Solanki & Vidani, 2016).

Historical Evaluation of The Indian Telecommunication Industry:

India's Telecom Sector Has One of The Largest and Most Dynamic in Globally (Vidani, 2016). In 19th Century, The Department of Telecommunications (Dot) Was Established (Vidani, Chack, & Rathod, 2017). 1990s Liberalisation Policies Played A Pivotal Role In Revolutionising Indian Innovation, Resulting In Rapid Network Expansion And Technological Upgrades (Saxena & Vidani, 2023) (Vidani, Das, Megh Rajani, & Singh, 2023). The Early 2000s 2G And 3G Services Were Worked (Vidani, 2018). By 2016, The Entry Of 4G Network Brought New Era for The Telecom Sector (Biharani & Vidani, 2018).

Reliance Jio's Market Disruption:

2016, Reliance Jio Entered in The Market, With Dramatically Competitive Landscape (Vidani, 2018). With The Entering the Jio Introduced Affordable Data Plans and Free Voice Calls and Set a New Industry Benchmark (Odedra, Rabadiya, & Vidani, 2018). Jonathon Wide 4G Network Coverage Quickly Enabled It to Gain a Substantial Market Share (Vasveliyya & Vidani, 2019). A Study by Doval (2018) Revealed That Jio's Disruptive Entry Increased Data Consumption By 500% Within Its 1st Year of Operation (Sachaniya, Vora, & Vidani, 2019).

Bharti Airtel's Adaptation and Competitive Strategy:

Bharti Airtel Is One of The Oldest and Established Telecom Companies in India (Vidani, 2019). It Has Consistently Adapted to Changing Markets Conditions (Vidani, Jacob, & Patel, 2019). In 1995, Bharti Airtel Was Established. According To Gupta (2020), Airtel's Main Focus on Providing Superior Network Quality and Service Reliability (Vidani J. N., 2016).

Comparison Between Reliance Jio and Bharti Airtel:

1. Pricing Strategies:

Jio's Free Voice Calls and Affordable Data Plans Are Its Financial Strength to Provide Services at The Lower Rate As Compare To Their Competitors (Vidani & Singh, 2017). Airtel Offering More Data at Lowest Prices and Bundles Packages to Attract New Customers (Shing, 2020).

1. Network Quality and Coverage:

The Quality and Coverage of Network Are Necessary to Determining Customer Satisfaction in Telecommunications. Reliance Jio's Investment In 4G Network to Provide High Data Speed Service Across Rural and Urban Areas (2019, Malhotra) (Vidani J. N., 2022). Airtel Ranked Higher in Terms Of 4G Network Availability and More Network Performance (Open Signal Report,2019).

2. Customer Service and Support:

Jio And Airtel Have Invested on Customer Service Like Digital Platforms, AI Based Chatbots and Customer Care to Know The Customer's Needs (Vidani & Pathak, 2016).

3. Overall Value Proposition:

Cost Conscious Customer Choose Jio Because It Provides Affordable Data Plan, Free Voice Calls And 4G Coverage (Pathak & Vidani, 2016). Airtel Provides Premium Service and Focus on Network Reliability (Chaudhary, 2019) (Vidani & Das, 2021).

4. Consumer Preferences and Satisfaction:

Most Of the Customers Choose Jio Because Of Its Cost Effectiveness.(Vidani & Plaha, 2017). While Airtel's Customer Values Network Stability (Banerjee , 2021) (Vidani, Meghrajani, & Siddarth, 2023) (Rathod, Meghrajani, & Vidani, 2022).

5. Impact Of Regulatory Changes and Technological Advancement:

The Policies Are Introduced Like Mobile Number Portability (MNP) And Spectrum Auctions Has Extend Competition and Allowed Customer to Speech Providers Easily (Vidani J. N., 2020). As Operators Transition To 5G The Needs Will Shift Towards Delivering High Speed, Low Latency in Network Infrastructure (Telecom Journal,2021).

The Indian Telecom Market Is Highly Dynamic, Led by Technological and Regulatory Changes and Customer Preferences (Vidani & Dholakia, 2020). In The Telecom Market Jio Has Control The Market With Pricing Strategy And On Other Side Airtel Maintain Its Competition With Focusing On Network Quality And Customer Service (Vidani J. N., 2018).

RESEARCH GAP

Despite This Growing Concern of The Telecommunications Industry Regarding the Behavior of The Consumers, A Big Gap in The Research Work Is Yet to Be Applied in The Context of Generation Z's Satisfaction Regarding Mobile

Network Connectivity, Especially Within Particular Regional Settings Such as Ahmedabad. Though Several Other Researchers Have Studied Customer Satisfaction and Service Quality Concerning the Telecommunications Industry, Only A Few Targeted the Differentiation of Generation Z Preferences Against the Expectations, Hence Making the Latter More Potent to Influence Market Trends.

Most Research Literature Generalizes Consumer Behavior Across Different Age Groups and Fails to Recognize the Needs and Fluency of Younger Consumers. Another Kind of Research Could Include Speaking About the Reliability of The Network and Customer Service but Is Unlikely to Bear a More All-Inclusive View That Would Differentiate It from Others in A Market, For Example Jio Over Airtel. In Addition, The Swift Change of Technology in Telecommunication Industry, With the Implementation Of 5G And Other Innovations, Necessitates Real-Time Research That Captures the Current Experience and Satisfaction of Consumers.

Most Prior Research Is Lagged and Does Not Consider Recent Technological Advances in Mobile Technology, Which Have Had a Great Influence on User Expectations. Most Importantly, Qualitative Studies Are Required to Closely Probe the Effects of Dependency on Social Media, Brand Loyalty, And Value Perceptions in Forming Generation Z Preferences. This Gap Unravels the Necessity for A More Expressive Interpretation of How These Factors Can Impact the Satisfaction Levels of The Youth Market, Especially in An Arena as Competitive as Ahmedabad, Wherein Jio and Airtel Battle for Supremacy. However, There Exists a Gap in Research on The Interaction Between External Factors Based on Socio-Economic Status and Cultural Influence with Consumer Satisfaction Regarding This Aspect. This Would Be Highly Useful for Operators Interested in Fine-Tuning Their Offers to The Specifics of Generation Z.

Finally, While Streams of Research in Customer Service Concentrate On The Question Of Responsiveness Of Services To Customers And How These Aspects Influence Customer Satisfaction, Much Less Attention Is Devoted To The Corresponding, High-Tech Specifics Of Services To Customers, That Is, Introducing AI And Chatbots, Which Are Increasingly Becoming An Important Element For Young, Tech-Savvy Customers. This Region Has Been Found to Be an Important Gap for Further Research Because It Indicates How These Technologies Are Influencing the Satisfaction of Generation Z, Offering Channel for Telecommunications Companies to Gain Competitive Advantage.

Basically, This Research Gap on The Satisfaction of Generation Z Towards Mobile Network Connectivity in Ahmedabad Is Fairly Complicated: There Is No Particular Research Regarding It, And Perspectives Utilized in Earlier Studies Were Outdated and Unaided Qualitative Knowledge. Adding To Research in The Domain of Consumer Behavior, This Research into The Needs of Generation Z Is Expected to Provide Action Lessons for Providers of Mobile Network Services on Integrating These Unique Preferences and Expectations Within Their Service

Offerings. As Such, The Bridge That Would Hereby Bridge the Gap Between What Consumers Require and The Present Service Offers Is the Bridge Towards Improvement in Customer Satisfaction and Loyalty in This Fast-Moving Market.

HYPOTHESIS

H1 There is a meaningful relationship between age and satisfaction With the Overall Performance of The Service Provider.

H2 There Is a Significant Relationship Between Age and The Likelihood of Recommending the Service Provider Based on Overall Satisfaction with Experience.

H3 There Is a Significant Association Between Age and The Reliability of Network Coverage in The Area.

H4 There Is a Significant Association Between Age and Satisfaction with The Overall Quality of The Network Signal.

H5 There Is a Significant Association Between Age and Whether Data Speed Meets Expectations.

H6 There Is a Significant Association Between Age and The Presence of Connectivity Issues or Disruptions.

H7 There Is a Significant Association Between Age and The Presence of Connectivity Issues or Disruptions.

H8 There Is a Significant Association Between Age and Perceptions of Value for Price Paid for Services.

H9 There Is a Significant Association Between Age and Satisfaction with The Responsiveness of The Customer Service Team.

H10 There Is a Significant Association Between Age and The Prompt Resolution of Issues and Concerns by The Service Provider.

H11 There Is a Significant Association Between Age and The Usefulness of Additional Services Offered.

H12 There Is a Significant Association Between Age and The Perception That the Benefits of The Service Provider Stand Out from Others.

H13 There Is a Significant Association Between Age and Overall Satisfaction with The Performance of The Service Provider.

H14 There Is a Significant Association Between Age and The Likelihood of Recommending the Service Provider to Others Based on Personal Experience.

Table 1: Validation Of Questionnaire

Statements	Citation From Ju Citation File (You Can Add More Than 1 Citation)
Network Quality and Coverage:	
My Service Provider Offers Reliable Network Coverage in My Area.	(Vidani, 2015)
I Am Satisfied with The Overall Quality of The Network Signal.	(Vidani & Solanki, 2015)
Data Speed and Quality:	
The Data Speed Provided by My Service Provider Meets My Expectations.	(Vidani, 2015)
I Rarely Experience Connectivity Issues or Disruptions While Using Data Services.	(Vidani, 2015)
Pricing And Value for Money:	
The Pricing Plans Offered by My Service Provider Are Affordable.	(Vidani, 2015)
I Feel That My Service Provider Offers Good Value for The Price I Pay.	(Vidani, 2015)
Customer Service:	
I Am Satisfied with The Responsiveness of The Customer Service Team.	(Solanki & Vidani, 2016)
My Service Provider Resolves My Issues and Concerns Promptly.	(Vidani, 2016)
Additional Services and Benefits:	
My Service Provider Offers Useful Additional Services (E.G., Entertainment Apps, Payment Services).	(Bhatt, Patel, & Vidani, 2017)
The Benefits Provided by My Service Provider Make It Stand Out from Others.	(Bhatt, Patel, & Vidani, 2017)
Overall Satisfaction:	
I Am Satisfied with The Overall Performance of My Service Provider.	(Niyati & Vidani, 2016)
I Would Recommend My Service Provider to Others Based on My Experience.	(Pradhan, Tshogay, & Vidani, 2016)

Switching Intentions:	
I Am Likely to Switch to Another Service Provider in The Next Six Months.	(Modi, Harkani, Radadiya, & Vidani, 2016)
I Believe My Service Provider Offers the Best Service Compared to Others in The Market.	(Vidani, 2016)

**Source: Author's Compilation*

Research 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	174
Survey Area	Ahmedabad
Sampling Unit	Students, Private and Government Job Employees, Businessmen, Home Maker, Professionals Like Ca, Doctor Etc.

**Source: Author's compilation*

DEMOGRAPHIC SUMMARY

Demographic Summary of the Respondents: The Sample Is Quite Diverse, with 174 Participants. In terms of the age brackets, it portrays that the respondents belong to a huge number within the age group 18 to 25 years old, accounting for a gigantic 78.7%. Only 4.6 percent of them are below 18. Major respondents above 35 years old account for 6.3 percent. Gender Distribution Is Highly Skewed Towards Males With 69.5% While the Remaining Is Females Accounting For 30.5%. On Occupation, Students Produced 66.7%, Compared to Employed Individuals, Which Is 28.7%, and the indicated percentage of being unemployed, at 2.9%, while the number of retirement age is minimal at 1.7%. Monthly Income Shows Half of The Respondents Earning Below 20,000, While 16.1% Of Respondents Earning Above 60,000. Service provider preference can be thus appropriately described as one that was dominated by reliance on Jio at 60.3%,

followed by Bharti Airtel at 25.9% and then Vodafone Idea at 13.8%. The spread of the demographic, as described above, lends a context where understanding the actual perception and satisfaction with the network services would not be hard to understand.

CRONBACH ALPHA

Table 3: CRONBACH ALPHA

Cronbach Alpha Value	No. Of Items
.875	18

The Cronbach's Alpha Value Is 0.875, Which Represents a Good Level of Internal Consistency Among The 18 Items of The Survey; All These Are Well Calibrated in Measuring the Same Underlying Construct. Therefore, The Scale May Be Considered a Reliable Tool for Measuring the Desired Variable. A Cronbach's Alpha Greater Than 0.7 Is Usually Considered Satisfactory and Greater Than 0.8 Good. So, In This Case, The High Alpha Supports the Reliability of The Measurements, So We Conclude That the Items Measure the Perception or Experience Quite Accurately. This Research Paper Analyses the Satisfaction Levels of Gen Z Users Regarding Mobile Network Connectivity Between Jio and Airtel in Ahmedabad City. From Studying the Data, Some Connections Can Be Inferred Between Age and Various Satisfaction Metrics That Underpin the Specific Preferences and Experiences of Gen Z With These Service Providers.

. Table 4: Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result P =	>/< 0.05	Accept/Reject Null Hypothesis	R Value	Relationship
H1	There Is a Significant Relationship Between Age and Satisfaction with The Overall Performance of The Service Provider.	.040	<	H01 Rejected (Null Hypothesis Rejected)	.224 ^c	Weak
H2	There Is a Significant Relationship Between Age and The Likelihood of Recommending the Service Provider Based on Overall Satisfaction with The Experience	.018	<	H02 Rejected (Null Hypothesis Rejected)	.106 ^c	Weak
H3	There Is a Significant Association Between Age and	.018	<	H03 Rejected (Null	.380	Weak

	The Reliability of Network Coverage in The Area.			Hypothesis Rejected)		
H4	There Is a Significant Association Between Age and Satisfaction with The Overall Quality of The Network Signal.	.703	>	H04 Accepted (Null Hypothesis Accepted)	.271^c	Weak
H5	There Is a Significant Association Between Age and Whether Data Speed Meets Expectations.	.031	<	H05 Rejected (Null Hypothesis Rejected)	.180^c	Weak
H6	There Is a Significant Association Between Age and The Presence of Connectivity Issues or Disruptions.	.003	<	H06 Rejected (Null Hypothesis Rejected)	.003	Weak
H7	There Is a Significant Association Between Age and The Presence of Connectivity Issues or Disruptions.	.063	>	H07 (Null Accepted Hypothesis Accepted)	.141^c	Weak
H8	There Is a Significant Association Between Age and Perceptions of Value for The Price Paid for Services.	.015	<	H08 Rejected (Null Hypothesis Rejected)	.107^c	Weak
H9	There Is a Significant Association Between Age and Satisfaction with The Responsiveness of The Customer Service Team.	.004	<	H09 Rejected (Null Hypothesis Rejected)	.062^c	Weak

H10	There Is a Significant Association Between Age and The Prompt Resolution of Issues and Concerns by The Service Provider.	.1	<	H10 Rejected (Null Hypothesis Rejected)	.009 ^c	Weak
H11	There Is a Significant Association Between Age and The Usefulness of Additional Services Offered.	.037	<	H11 Rejected (Null Hypothesis Rejected)	.064 ^c	Weak
H12	There Is a Significant Association Between Age and The Perception That the Benefits of The Service Provider Stand Out from Others.	.1	<	H12 Rejected (Null Hypothesis Rejected)	.095 ^c	Weak
H13	There Is a Significant Association Between Age and Overall Satisfaction with The Performance of The Service Provider.	.040	<	H13 Rejected (Null Hypothesis Rejected)	.224 ^c	Weak
H14	There Is a Significant Association Between Age and The Likelihood of Recommending the Service Provider to Others Based on Personal Experience.	.018	<	H14 Rejected (Null Hypothesis Rejected)	.106 ^c	Weak

DISCUSSION

This Research Paper Examines the Satisfaction Levels of Generation Z (Gen Z) Users Regarding Mobile Network Connectivity Between Jio and Airtel in Ahmedabad City. The Findings Reveal Significant Associations Between Age and Various Satisfaction Metrics, Emphasizing the Unique Preferences and Experiences of Gen Z With These Service Providers.

Overall Performance Satisfaction (H1)

Analysis Proves That Satisfaction of Service Users with The Overall Performance of a Service Provider Is Strongly Related to The Age of The Service User ($P <$

0.05). This Is Because the Expectation of The Younger Crowd About Mobile Connectivity Comes from Being Brought Up in A Totally Digital Environment. This Could Therefore Make Gen Z Demand Higher Standards of Performance, A Point Which Can Directly Correlate with Satisfaction Levels.

Likelihood Of Recommendation (H2)

The Association Between Age and Likelihood of Recommending a Service Provider Based on Overall Satisfaction Was Also Significant, $P < 0.05$. This Means That as The Users Get Older, They Tend to Be Less Likely to Refer Their Provider to Others When Satisfaction Increases. Social media And Peer Influence Are Highly Influential in The Gen Z Decision-Making Process; Therefore, Being Dependable and Providing Quality Service Is of Utmost Importance.

Network Reliability (H3)

Age Is Statistically Significantly Correlated with Self-Assessed Network Reliability $P = 0.018$. This Implies That Young Users Would Want Efficiency in Service Provision for Their Activities. This Might Explain Why the Large Jio Network Appeals to Such Users, Because They Strictly Depend on A Constant Service.

Network Quality (H4)

Interestingly, Age Variable and Satisfaction with The Overall Quality of The Network Was Not Significant $P = 0.703$). This May Imply That While Gen Z Prefers Good Quality Signals, They May Focus Even More on Data Speed Factors and Customer Service as Priorities Over Signal Quality.

Hypothesis Related to Expectations Around Data Speed (H5)

Age Was Significantly Associated with Satisfaction with Whether Data Speed Matched What Was Expected ($P = 0.031$). For A Generation of Users Relying on Data Streaming, Gaming, And Social Media, If Expectations of These Factors Are Not Met, Then This Would Probably Show Higher Dissatisfaction. It Follows That Providers Need to Make Sure These Learners Have High-Speed Connectivity.

Disconnections Problems (H6, H7)

The Case of Connectivity Problems Exhibited a Strong Association with Age (H6, $P = 0.003$); That Is, The Users Are Very Sensitive to Service Disruption When They Are Young. In The Increasingly Digitized World, Even Minimal Connectivity Problems May Be Huge Sources of Dissatisfaction, Impairing User Experience and Recommendations.

Value Perception (H8)

The Price Paid for The Value Was Perceived as The Price Charged Offered ($P = 0.015$), Which Further Supports the Argument That Gen Z Is Financially Savvy and Will Only Pay Top Dollar If It Is Matched with Quality Service. The Market in Which Gen Z Lives Is One Where Pricing Is Aggressively Competitive, And This Population Is Highly Sensitive to Value - Something on Which Providers Also Rely Heavily.

Customer Service Satisfaction (H9, H10)

Age Correlates Highly with Satisfaction Towards the Responsiveness of Customer Services H9, $P = 0.004$, Which Means Gen Z Has High Standards of Speedy Resolution. Their Status as A Digital Native May Be Propelling This Call for Fast Support Via Multiple Avenues Such as Chat or social media.

Usefulness Of Additional Services (H11)

The More Prominent Association of The Value of Additional Services ($P = 0.037$) Suggests That Younger Users Appreciate Innovative Services to Enrich Their Experience.

Distinct Benefits H12

H12 Reaches Borderline Significance ($P = 0.1$). It Suggests That Gen Z Recognizes the Benefits Supplied by The Provider, But This Can Be Established Better If the Service Provider Clearly Communicate.

It Suggests That Gen Z Recognizes the Benefits Supplied by The Provider, But This Can Be Established Better If the Service Provider Clearly Communicates Them.

Overall Satisfaction H13, H14

It Is the Associations Relating to Overall Satisfaction, H13, $P = 0.040$ And Chances of Recommending the Provider, H14, $P = 0.018$ That Perhaps Convey the Findings of This Study, Showing That It Is.

THEORETICAL IMPLICATIONS

The Findings of The Current Study Yield Many Useful Insights into The Satisfaction of Gen Z Towards Mobile Network Connectivity More Specifically for The Ahmedabad City Scenario for Both Jio and Airtel. This Research Study Has Several Theoretical Implications That Can Give an Improved Understanding of Consumer Behaviour as Well as Service Delivery in The Telecommunication Sector.

1. Age Is a Determinant of Satisfaction

Therefore, From the Significant Relationships Discovered Between Age and Each of The Satisfaction Dimensions, It Can Be Inferred That Age Is Indeed an Important Factor for Understanding Consumer Expectations and Experiences. This Agrees with The Wider Literature on Consumer Behavior Whereby Demographic Factors Such as Age Are Considered to Have Significant Impacts on Service Quality Perceptions. Further Research Would Be Viable in This Regard, Either by Expanding Some of These Findings with An Emphasis on Other Demographic Characteristics Such as Socio-Economic Status, To Provide More Dimensionally Based Practical Insights into Understanding Consumer Satisfaction.

2. Digital Natives and Expectations for Customer Service

Given The Nature of Gen Z As a Generation of Digital Natives, The Stringent Expectations for Mobile Connectivity and For Customer Service Only Serve to Highlight the Shortcomings in These Theories That Do Not Account for How Technology Is Changing Consumer Behavior. The Findings Show That There Might Be a Need for Service Quality Models to Adapt and Accommodate These Expectations of Younger Consumers Who Are Largely Dependent on A Digital Backdrop. This, Therefore, Opens Avenues for New Conceptual Frameworks That Fuse Reliance on Technology with Service Quality Measurement.

3. Social Influence and Recommendation Behavior

A Strong Positive Correlation Between Satisfaction and The Likelihood to Recommend a Service Provider Suggests That Social Factors Play a Higher Role in Purchase Decision, Especially Among the Younger Generation. Future Research Should Continue Exploring the Sources of Social Influence as Well as How Such Channels Are Reinforced Through Digital Communication with Gen Z.

4. Value Perception in Telecommunications

The Results Regarding Perceived Value for The Price Paid Point Up the Timeliness of Value Perception Theories in Terms of The Environment Regarding Telecommunications, Proving This Research Correct Because Gen Z Is Sensitive to Pricing and Service Quality; Hence, Value Assessment Must Be Acknowledged As A Construct Of Multiple Dimensions Requiring Further Investigation. For Example, Future Theoretical Models Would Look into Both Utilitarian and Hedonic Aspects of Value Based on The Degree of Emotional Connection with A Brand in Order to Satisfy and Maintain Their Level of Loyalty.

5. Customer Service as A Key Determinant

The Significant Linkage Between Responsiveness in Customer Service and Overall Satisfaction Shows How Important Customer Service Is to The

Determinant in The Telecommunications Sector. This Reiterates Service Encounter Theories, Which Assert That Service Encounters Are Virtual Points of Contact in The Process of Customer Experience. Further Studies Would Be Conducted to Understand How Such New Technologies Through Customer Services Like AI Chatbots And Social Media Engagement Become Crucial in Influencing Consumer Satisfaction, More Specifically Among the Young Consumers.

6. Service Innovation Implications for The Telecommunication Sector

Additional Services and Unique Benefits Call for Service Innovation in Telecommunication Following the Innovation Theories About Competitive Advantage Through Adaptation to Consumer Needs. Future Studies Can Explore How Firms Can Exploit Consumer Feedback to Innovate and Improve Satisfaction, Furthering Knowledge on Service Innovation in Dynamic Markets.

PRACTICAL IMPLICATIONS

Findings Of This Study on The Satisfaction of Generation Z With Mobile Network Connectivity Between Jio and Airtel in Ahmedabad City Provide Several Practical Implications for The Telecommunication Companies and Marketers. Based On Knowledge About the Preferences and Behaviors of The Target Group, Companies Can Design Marketing Strategies Suited to Customer Needs and Increase Their Satisfaction and Loyalty.

1. Targeted Marketing Strategies

Marketing Campaigns Ought to Be Targeted So as To Win the Interest of Gen Z In Their Value Preferences. The Kids Are Made to Show Interest in High-Speed Data, Dependability, And Even Innovative Features. Lastly, Marketing Messages Will Target This Audience Effectively by Employing Social Media Platforms That Are Well Preferred Among Gen Z.

2. Improvement Of Custom Service

As the Responsiveness of Customer Service Leads to Direct Connectivity Towards Overall Satisfaction, It Is Essential That Service Providers Should Make a Beeline for Customer Support. More Efficient Channels of Customer Service, Such as Chatbots and Social Media Support, Can Facilitate Quicker Response to Inquiries and Complaints. Training On the Distinct Needs of Gen Z By the Customer Service Representatives Would Further Elevate Customer Experience.

3. Network Reliability and Speed

The Network Infrastructure Needs to Be Upgraded To Make It Easier For Gen Z Members To Connect And Hence Something The Telcos Should Invest In; A Consistent High-Speed Provision Of Data Services Remains The Most Critical Determinant For Customer Retention, Especially For The Younger Population, As Mobile Connectivity Is The Mainstream Channel For Streaming, Gaming, And Social Engagement.

4. Value Proposition Optimization

Telecom Companies Need to Reassess Pricing Continuously and Align with The Perceived Value of The Services They Deliver. Among Multiple Alternatives with Which Telecom Companies Can Enhance the Perceived Value and Attract More Customers Toward Their Offers, At the Least, Flexible Pricing Plans or Student Discount Plans and Bundled Service Will Really Pay Off Quite Nicely.

5. Social Proof and Influencer Marketing

Understand The Influence of Social Representation, And the Provider Shall Move to Engage in Influencer Marketing That Helps Promote the Services Offered. Partnering With Influence-Generating Popular Figures Who Resonate with Gen Z Will Significantly Enhance the Exposure and Credibility of The Brand, Encouraging Potential Customers to Consider the Services on Offer.

6. Innovating Other Services

Telecommunications Companies Should Also Understand That Offering Innovative Extra Services Can Involve Designing Streaming Subscriptions for Gen Z Consumers, Gaming Packages, Or an Extended Version of An Exclusive Application. These Novelties Lead to An Increase in Consumer Interaction and Satisfaction Levels, Too - Factors That Make Service More Attractive.

6. Periodic Feedback Mechanisms

The Organization Is Continuously Updated on The Preferences and Expectations of Gen Z Through Regular Mechanisms of Feedback Such as Surveys and Focus Groups. Providers Are Actively Communicated to In Order to Rectify the Issues and Make Appropriate Changes So That They Show High Loyalty and Satisfaction to The Community.

7. Community Engagement and Social Responsibility

Gen Z Prefers Brands Which Carry Social Responsibility and Community Engagement. Companies Need to Explore Programs Which Align with The

Above Values, Including Environmental Sustainability, Community Engagement, Among Others. This Will Propel Loyalty Towards the Brand from The Age Group Who, On Their Part, Would Rather Base Purchase Decisions on The Above Principles.

CONCLUSION

The Outcome of This Study Indicated the Level of Satisfaction the Users of Gen Z Have Towards the Connectivity by Mobile Networks of Airtel and Jio in Ahmedabad City. An Exhaustive Analysis Which Unfolded Multiple Significant Relations Between the Age Dimension and Several Others of The Satisfaction Dimensions That Indicate the Special Preferences and Expectations of This Demographic Group.

Findings: The Most Important Findings Are That Gen Z Users Care About Performance, Reliability, And Customer Service. The Latter Factor Mainly Determines the Overall Level of Customer Satisfaction and Readiness to Recommend a Service Provider. This Generation Is Essentially Born Digital And, Thus, Has Very High Expectations Regarding Criteria Such as Data Speed and Connectivity. Thus, Providers of Telecom Services Need Realignment Toward the Needs of This Generation.

More, The Study Offers Perceived Value and Innovative Offerings to Ensure a Good Level of Customer Satisfaction. Gen Z Is Very Sensitive to Price and Appreciates Extra Services, Which Makes There a Need for Telecommunication Companies to Develop Value Propositions While Innovating Service Offerings.

The Study Provides Several Practical Implications to The Telecommunication Providers; These Are Specific Targeted Marketing, Better Customer Services, Investment in Network Reliability, And Involvement in Community Activities That Would Likely Attract the Gen Z Users. Where Those Areas Are Improved, Then Companies Will Produce Loyalty and Positive Experiences Hence Providing an Edge Over the Rapidly Advancing Landscape of The Telecommunication Industry.

Summary In a Nutshell, It Explains the Distinct Needs and Directions That Will Help the Providers of Telecommunication Stay Afloat in An Increasingly Intense Competition. It Is What the Study Will Learn Companies Will Be Able to Devise Better How They Can Work to Change the Expectations of This Influential Generation to Improve Satisfaction and Loyalty Level.

RECOMMENDATIONS FOR FUTURE RESEARCH/FUTURE SCOPE OF STUDY

Future Work Will Explore Extending the Categories or Populations Under Study Beyond Just Gen Z-Including, In All the Much Older Generations-To Include

Millennials, So That Comparisons Between Age Groups Can Be Used to Identify Where Differences in Expectations and Experience Over Mobile Network Providers May Arise.

1. Regional Variation

Similar Research Conducted in Other Locations or Cities Would Speak Well to The Effects That May Emerge Due to Cultural, Economic and Infrastructural Differences on The Levels of Satisfaction. Such A Geographic Variation Would Ascertain Whether the Results Could Be Generalized Across Markets to Other Places Like Ahmedabad.

2. Longitudinal Studies

Longitudinal Studies, Examining Trends in Differences of Satisfaction Among Gen Z Over Time, Would Be Better Provide Enlightening Evidence on How Changing Expectation Is Kept in Pace with Changes in Technology and Market Dynamics. Such Understanding Will Help Service Providers Make Adjustments Ahead of Time.

3. In-Depth Qualitative Studies

More Robust Motivations and Drivers May Be Revealed by Including Qualitative Approaches Like Interview or Focus Group Research. The Further Depth of User Stories Can Be Unlocked by Finding Out What Users Like, Abhor, Or Feel Emotionally Attached to Their Service Providers.

4. Benefits From Emergent Technologies

For Instance, Subject Matter Can Be 5g, Ai, And Entry Changes the Expectations and Satisfaction Level of Gen Z. In This Regard, It May Have the Innovative Ideas That Help the Service Provider Get Ready with The Future Demands of The Users.

5. Impact Of social media And Peer Recommendations

The Influence of The Social Media and Word-Of-Mouth Flows in Choosing Operators Can Be Further Explored from This Research. Understanding Such Dynamics Would Enhance Marketing Strategies and Customer Activation.

6. Customer Loyalty and Retention

Future Research Can Investigate the Development and Pilot Runs of Strategies That Are Directed Straight for Increasing Customer Loyalty for The Gen Z Users. This Encompasses the Examination of Loyalty Programs, Individualized Marketing Approaches as Well as Community Engagement Initiatives Concerning Retention Purposes.

7. Interindustry Comparison

Such A Comparison Between the Telecom Industry And, say, Retail or Hospitality Would Identify Common Drivers for Satisfactions as Well As Industry-Specific Issues. An Interindustry View Would Therefore Be a Potential

Route to Leverage Best Practice Customer Experience Enhancing Practices from The Telecom Industry.

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