



To Study Consumer Behaviour Towards Network Connectivity of Airtel and Jio in Ahmedabad City

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ABSTRACT

This study investigates consumer behavior towards network connectivity provided by Airtel and Jio in Ahmedabad City, with a focus on the relationship between age and various factors influencing satisfaction and decision-making. Using hypothesis testing, the study evaluates the association between age and elements such as telecom provider choice, satisfaction with network coverage, internet speed, pricing, customer service, and the influence of promotional offers and advertisements. The results indicate that age does not significantly impact consumer behavior across these variables, with all null hypotheses being accepted. The observed correlations were weak, suggesting that factors beyond age, such as service quality, pricing, and brand image, are more critical in shaping customer preferences and satisfaction. The findings imply that telecom providers should focus on universal service quality, reliability, and affordability to cater to diverse consumer segments effectively. The study contributes to the theoretical understanding of consumer behavior in the telecommunications sector by highlighting the diminishing role of traditional demographic factors in shaping decisions. Future research can expand the scope by exploring other demographic and psychographic factors, the impact of emerging technologies, and regional variations. Longitudinal studies and investigations into customer experience and digital engagement can further enhance insights into evolving consumer preferences in the telecom industry.

INTRODUCTION

In the current situation of the Indian economy, communication broadcasts are required to gather people, companies, and government bodies together (Vidani, 2015). Rapid mechanical breakthroughs and a huge rise in uses of the web made this industry a crucial column of electronic database incorporation as well as financial development (Vidani & Solanki, 2015). The telecom industry has changed the way how individuals communicate with each other and get in touch with their family, from making versatile communication with less demanding to giving sensibly estimated high-speed websites (Vidani, 2015). In the top major player of the broadcast communications industry, India may be on top, which can be a column of advancement on a worldwide scale (Vidani, 2015).

India's telecommunications industry has a huge base of clients which is over 1.1 billion as of January 2021 (Vidani, 2015). The customer base of 1.1 billion makes it one of the fastest & greater growing telecom industries in the world (Solanki & Vidani, 2016). It has played a key part in advancing financial advancement, rapid computerized alteration, and filling the gap between urban-rural divisions (Vidani, 2016). The improvement of the sector from early transmits establishment in there various kinds of noteworthy advancements from the 19th century in modern portable services and high-speed web (Bhatt, Patel, & Vidani, 2017). Crucial occasions incorporate the privatization of the telecom sector, which represents focused companies into the showcase, and within the economy's liberalization in the 1990s (Niyati & Vidani, 2016).

Two main telecom companies of India Jio and Bharti Airtel have effective powers and they are changing the telecom scene in India (Pradhan, Tshogay, & Vidani, 2016). In 2016, Jio overturned the industry by giving sensibly estimated voice and information administration, constraining competitors like Airtel to come up with imaginative arrangements (Modi, Harkani, Radadiya, & Vidani, 2016). Many Indian shoppers have made a profit from the amazing cost, well-planned scope, and benefit quality enhancements carried around by the competition between the two titans (Vidani, 2016).

Many uncommon difficulties come up in this industry because of rapid improvement (Sukhanandi, Tank, & Vidani, 2018). For a balance between organized quality weight must be provided with rising clients' requests (Singh, Vidani, & Nagoria, 2016). Due to reasonable costs, customers in the present time search for reliable networks, quick web, and high-quality customer benefits (Mala, Vidani, & Solanki, 2016). Due to that, benefit suppliers must understand customers in arrange in a way that conforms to the law or rules (Dhere, Vidani, & Solanki, 2016).

LITERATURE REVIEW

Research Objectivise

- To study the satisfaction levels of consumers regarding the network coverage provided by their telecom service provider (Objective achieved in Question 6 of the Questionnaire).

- To analyze the consumer perception of the pricing of telecom plans in terms of affordability and budget-friendliness (Objective achieved in Question 7 of the Questionnaire).
- To evaluate consumer satisfaction with the internet speed offered by their telecom service provider (Objective achieved in Question 8 of the Questionnaire).
- To assess the effectiveness of customer service support provided by telecom service providers (Objective achieved in Question 9 of the Questionnaire).
- To understand the influence of promotional offers and discounts on consumers' choice of telecom provider (Objective achieved in Question 10 of the Questionnaire).
- To measure consumer satisfaction with the plan validity offered by their telecom service provider (Objective achieved in Question 11 of the Questionnaire).
- To study the consistency of network connectivity experienced by consumers during calls and internet usage (Objective achieved in Question 12 of the Questionnaire).
- To determine the impact of advertisements on consumers' decisions to choose a particular telecom service provider (Objective achieved in Question 13 of the Questionnaire).
- To analyze the likelihood of consumers recommending their current telecom provider to others (Objective achieved in Question 14 of the Questionnaire).
- To assess consumer satisfaction with the value-added services provided by their telecom service provider (Objective achieved in Question 15 of the Questionnaire).
- To evaluate consumer perceptions of transparency in billing and usage details offered by telecom service providers (Objective achieved in Question 16 of the Questionnaire).
- To examine the level of inconvenience consumers, feel when switching to another telecom provider (Objective achieved in Question 17 of the Questionnaire).
- To study the impact of affordability on consumers' decisions to continue with their current telecom service provider (Objective achieved in Question 18 of the Questionnaire).

Client Contentment and Preferences

Research Specify Conflicting Strengths: customers choose Jio since it's low-cost, but Airtel is higher in terms of quality (Singh & Vidani, 2016). While Airtel serves consumers seeking first-rate service and dependability, Jio's pricing targets people who have a low budget (Vidani & Plaha, 2016). Both companies have designed their scheme to attract these different types of customers (Solanki & Vidani, 2016).

Performance of Networks

Because of significant structure spending, Airtel offers excellent dependability and speed then also Jio leads in download rates (Vidani, 2016). Airtel influences metropolitan regions Jio suffers from regional differences due

to affordability catering to semi-urban and rural subscribers (Vidani, Chack, & Rathod, 2017).

The Cost and Affordability

Due to competition, Jio's entry changed the meaning of affordability in the entire market (Vidani, 2018). The modification of internet use attracts millions of people, especially those who are from middle-class and lower-class backgrounds (Biharani & Vidani, 2018). Despite Airtel being more expensive than Jio, its outstanding service, fast broadband connectivity, and superior features all help to justify its pricing (Vidani, 2018).

4. Effects on Society and the Economy

Jio's revolution very much expanded internet access, enabling marginalized communities and bridging rural-urban gaps (Odedra, Rabadiya, & Vidani, 2018). It changed how purchase things, flashed expansion changes in laws to make things more budget-friendly, and flashed expansion in industries like streaming and e-commerce (Vasveliyan & Vidani, 2019).

Results of the Digital Change

Jio has a good knowledge of people's online preferences (Sachaniya, Vora, & Vidani, 2019). Indian people are more connected with internet services, ranging from education to entertainment, thanks to Jio for good price high-speed internet service (Vidani, 2019). Consumer behavior changed about the internet during this digital revolution and the widespread effects of telecom innovation were concentrated on by the various corporate opportunities (Vidani, Jacob, & Patel, 2019).

This study focuses on buyers' behavior in Ahmedabad and incorporates the evolving socioeconomic and worldly demands of urban and semi-urban India (Vidani J. N., 2016). By focusing on the important elements including customer satisfaction, performance, and pricing arrangements, the study compares the dependence of Jio and Airtel to determine how well they fulfill customer demands and needs (Vidani & Singh, 2017). This study is mainly to understand how these telecom behemoths may align their operations with the evolving needs of India's digital economy at the time of promoting more digital inclusion (Vidani & Pathak, 2016).

Research Gap

When various studies have examined consumer behaviour in the telecommunications industry, limited research has directed attention mainly to the comparative analysis of huge providers like Airtel and Jio, mainly in regional contexts such as Ahmedabad City. Existing literature frequently examines consumer satisfaction, service quality, and pricing strategies on a broader national or global scale but insufficiently imparts knowledge into local consumer choices and challenges. As well, the role of demographic factors, like age, in manipulating decision-making and satisfaction levels with telecom services has been unpredictably addressed, with inconsistent findings that call for further study. Additionally, with the quick evolution of telecom technologies, as well as the acceptance of 5G and digital ecosystems, there is a major gap in awareness of how these enhancements manipulate consumer behaviour at the regional level. In Ahmedabad City, where local infrastructure and consumer trends is very important, there the impact of Airtel and Jio-

specific consumer service, promotional offers, and network dependability are still not fully studied. By offering focused insight into Ahmedabad's consumer preferences, satisfaction factors, and behavioural patterns, this study seeks to close this knowledge gap and advance both academic research and useful tactics for telecom provider.

Hypothesis

H1: Age is significantly associated with the choice of Current Telecom Service Provider (Airtel).

H2: Age is significantly associated with the choice of Current Telecom Service Provider (Jio).

H3: Age is significantly associated with satisfaction regarding the network coverage provided by the current telecom service provider.

H4: Age is significantly associated with the perception that the pricing of the current telecom plan is economical and suits the budget.

H5: Age is significantly associated with satisfaction regarding the internet speed provided by the current telecom service provider.

H6: Age is significantly associated with satisfaction regarding the customer service support provided by the current telecom service provider.

H7: Age is significantly associated with the influence of promotional offers and discounts on the choice of telecom provider.

H8: Age is significantly associated with the perception that the telecom provider offers sufficient plan validity for the price paid.

H9: Age is significantly associated with the experience of consistent network connectivity during calls and internet usage.

H10: Age is significantly associated with the influence of advertisements by the telecom provider on the decision to choose their service.

Table 1. Validation of Questionnaire

Statements	Citation
Current Telecom Service Provider: (Airtel, Jio or Other)	(Pathak & Vidani, 2016)
I am satisfied with the network coverage provided by my current telecom service provider.	(Vidani & Plaha, 2017)
The pricing of my current telecom plan is economical and suits my budget.	(Vidani J. N., 2020) (Sharma & Vidani, 2023)
I am satisfied with the internet speed provided by my service provider.	(Vidani J. N., 2018) (Mahajan & Vidani, 2023)
The customer service support provided by my telecom provider meets my expectations.	(Vidani & Dholakia, 2020) (Saxena & Vidani, 2023)
Promotional offers and discounts influence my choice of telecom provider.	(Vidani, Meghrajani, & Siddarth, 2023)
My telecom provider offers sufficient plan validity for the price I pay.	(Rathod, Meghrajani, & Vidani, 2022)
I experience consistent network connectivity during calls and internet usage.	(Vidani & Das, 2021)
Advertisements by my telecom provider	(Vidani J. N., 2022) (Patel,

influenced my decision to choose their service.	Chaudhary, & Vidani, 2023)
I would recommend my current telecom provider to others based on my experience.	(Saxena & Vidani, 2023)
I am satisfied with the availability of value-added services (e.g., streaming apps, free SMS) offered by my provider.	(Vidani, Das, Meghrajani, & Singh, 2023)
My telecom provider offers sufficient transparency in billing and usage details.	(Vidani, Das, Meghrajani, & Chaudasi, 2023)
I find switching to another telecom provider inconvenient, even if they offer better plans.	(Bansal, Pophalkar, & Vidani, 2023)
The affordability of my plan significantly affects my decision to continue with my current provider.	(Chaudhary, Patel, & Vidani, 2023)
Would you recommend it to others.	(Sharma & Vidani, 2023)

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	153
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

In the study, the demographic profile of all participants included in the sample has the majority of females which is 55.3%, while Male in the sample is 44.7%. Now considering age, the largest group is the 18-25 age range which is 83.6% followed by 25-32 which is 8.6%, 32-38 with 3.3%, 38-45 with 3.9%, and the last smallest group above 50 with 0.7%. Now taking a look at the occupation, the student group is the largest which is 65.1%, followed by jobs-24.3%, homemakers-5.3%, business owners are 3.3%, and last professionals are 2.0%. In part of education qualifications, the list part is high school (7.2%), after

that postgraduate represent 30.3%, and the majority part covered by graduates with 58.6%. Now in the income portion, the majority part is covered by people who earn below Rs 10000 per Month is 57.9% and smaller groups which are Rs 10001-25000 with 27%, 25001-50000 with 7.2% and last above 50000 with 7.9%. The valuable context is provided by demographic breakdown for the study's findings.

Cronbach Alpha

Table 3. Cronbach Alpha

Cronbach Alpha Value	No. of items
.939	15

Source: SPSS Software

In Cronbach's Alpha, great internal consistency and reliability of the instrument are indicated by the value of Cronbach Alpha 0.939 for a 15-item scale. This value of .939 is very great in context to Cronbach alpha and this also suggests that the items on the scale are in proper & well correlated and take the measurement of a single construct efficiently. Also, the value of Cronbach's alpha above 0.9 is very strong and indicates that the scale is likely to produce constant and reliable outcomes across different samples. So by looking at all the outcomes, we can say that the scale used in this particular study shows a high degree of internal reliability, which can mean that this can be taken for further analysis.

RESULT AND DISCUSSION

Table 4. Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/ Reject Null hypothesis	R value	Relationship
H1	Age is significantly associated with the choice of Current Telecom Service Provider (Airtel).	0.716	>	H01 Accepted (Null hypothesis Accepted)	0.99	Strong
H2	Age is significantly associated with the choice of Current Telecom Service Provider (Jio).	0.216	>	H02 Accepted (Null Hypothesis Accepted)	- 0.014	Weak
H3	Age is significantly associated with satisfaction regarding the network coverage provided by the current telecom service provider.	0.29	>	H03 Accepted (Null hypothesis Accepted)	- 0.021	Weak

H4	Age is significantly associated with the perception that the pricing of the current telecom plan is economical and suits the budget.	0.611	>	H04 Accepted (Null hypothesis Accepted)	- 0.028	Weak
H5	Age is significantly associated with satisfaction regarding the internet speed provided by the current telecom service provider	0.123	>	H05 Accepted (Null hypothesis Accepted)	- 0.122	Weak
H6	Age is significantly associated with satisfaction regarding the customer service support provided by the current telecom service provider.	0.202	>	H06 Accepted (Null hypothesis Accepted)	0.071	Weak
H7	Age is significantly associated with the influence of promotional offers and discounts on the choice of telecom provider.	0.288	>	H07 Accepted (Null hypothesis Accepted)	- 0.013	Weak
H8	Age is significantly associated with the perception that the telecom provider offers sufficient plan validity for the price paid.	0.233	>	H08 Accepted (Null hypothesis Accepted)	0.001	Weak
H9	Age is significantly associated with the experience of consistent network connectivity during calls and internet usage.	0.680	>	H09 Accepted (Null hypothesis Accepted)	- 0.122	Weak
H10	Age is significantly associated with the	0.657	>	H010 Accepted	0.075	Weak

	influence of advertisements by the telecom provider on the decision to choose their service.			(Null hypothesis Accepted)		
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Source: Author's Compilation

The study focuses on the analysis of consumer behaviour on network connectivity offered by Jio and Airtel in Ahmedabad city, which is basically focused on the relationship between age and different aspects of customer satisfaction and decision-making. The end results of the study, which is based on hypothesis testing, provide insights into the significance of age in influencing consumer preference and perception.

For H1, in that the relation of age and the choice of Airtel as the current telecom service provider is examined, and with the value of $p = 0.716$, $R = 0.99$, we can say the null hypothesis was accepted. On the basis of the value of p & R , we can say that there is a strong correlation. And we can say that correlation suggests that while age is a main factor in selecting Airtel, the reason is other variables. On the other hand, for H2, about Jio, the null hypothesis was also accepted with $p = 0.216$, $R = -0.014$; these values show a weak negative relationship. On the basis of the study, we can say that the findings imply that age does not significantly impact the choice of Jio as a telecom provider, and by weak relationship or correlation, it highlights minimal variability in consumer decisions across age groups for Jio.

Now H3, which shows the satisfaction with network coverage, has a value of p of 0.29 and R is -0.021, which is the null hypothesis that was accepted and shows that there is a weak negative relationship. By interpreting end results, age does not influence satisfaction with internet coverage of either Jio or Airtel. And the same as H4, which got our focus on the perception of price being economical, & by $p = 0.611$ & $R = -0.028$, we can say the null hypothesis was accepted.

For H5, the satisfaction with internet speed, the value of $p = 0.123$, $R = -0.122$. By the value of p & R , we can say that the null hypothesis was accepted, and this thing shows a weak negative relationship. For influencing satisfaction with the speed of the internet, there is no role of age, say the telecom provider. Also in H6, similar end results are there, which show a weak positive relationship between age and customer satisfaction with service provider with the value of $p = 0.202$ & $R = 0.071$.

Promotional offers and discounts are under H7, which are on consumer decisions. Under this null hypothesis, the value of 0.288 of p and -0.013 of R are also age independent. Similarly, the H8 null hypothesis was accepted; it is upon the plan's validity. And the value of p 0.23e & R 0.001 reflect a small relationship between age and satisfaction with the validity of the plan.

The null hypothesis was accepted for the network consistency during calls and internet usage H9. In H9, the value of p is 0.680, and R is -0.122, showing the weak negative relationship between age and H9. And at last, for

advertising influence, which is under H10, the null hypothesis was accepted because the value of p is 0.657 & R is 0.075, which shows a weak positive relationship. By this we can say that age has a small impact on how advertising influences consumer decisions.

In brief, the behaviour of consumers regarding network connectivity and service satisfaction for Airtel and Jio does not depend upon the age of the customer. The most relationships are weak, showing that factors other than age can be more crucial in giving shape to customer preference and satisfaction levels.

The end result of this study shows us that this study offers us several theoretical implications for understanding how customers behave towards network connectivity for the telecom service providers Jio and Airtel in the city of Ahmedabad. The end results have a part to the large field of customer behaviour and marketing by emphasizing a small amount of influence of demographic factors like age, occupation, income, on telecom service preference and satisfaction.

There are people who think that age has an impact on consumer decisions and satisfaction levels; this is one of the challenges of the study. We can say that there is no significant association between key decision-making factors and age, which is shown by the results of various hypotheses. By the results of various hypotheses, we can say that consumer behaviour in the telecom sector may be less influenced by demographic variables and more by other factors such as service quality, pricing and brand name or brand image. The observation of weak relationships suggests that age is not a dominant variable in giving shape to telecom-related consumer behaviour, aligning with various theories and considering the role of psychographic and behavioural factors over demographic ones.

The plan of marketing strategies is more important and is supported by the results of promotional offers, plan validity, and advertising influence. The weak relationship with age and other parts of hypothesis questions basically implies that companies targeting specific age demographics may not result in significant differentiation in the behaviour of consumers. Instead, telecom providers could benefit from giving special importance to global appeals like reliability and affordability, which produce to whole age groups. Which show is the reflection of theories on particular consumer groups in huge markets, where segmentation by demographic factors like age has less effect?

Furthermore, in digital or technology-driven sectors, the study gives importance to the evolving nature of consumer behaviour. As by today's trend, the telecom industry moves towards data-centric services and digital ecosystems, the quality of traditional demographic segmentation may decrease. The Technology Acceptance Model (TAM) suggests that simple use and usefulness are more crucial determinants of customer choice than demographic characteristics.

The end results of this study give us the valuable insights of telecom service providers. Also, they provide us with the fact that marketers and policymakers in the telecommunications industry are also valuable. This shows

us that age has a small impact on consumer behavior and satisfaction. This all thing makes a highlight that this is the importance of developing strategies that provide a huge demographic range, but for that they prioritize other key factors that give shape to customer preference.

1. Service quality as a key differentiator

On the basis of the weak relationship between age and satisfaction with network coverage & internet speed, one can say that telecom providers need to focus on quality of service over tailoring services based on age. For retention and attraction on consumers, service providers need to focus on network reliability and also on faster internet speed for all age people. If they want to ensure the service delivery is constant, they need to spend on infrastructure and technological upgrades.

2. Uniform marketing strategies

If telecom providers want to adopt new marketing strategies by considering age, they can do it because these things are not significantly associated with age, due to which they can adopt more new marketing strategies. To resonate with a huge audience, companies need to give importance to global benefits like affordable plans and value for money. The telecom provider always wants to streamline their promotional efforts for maximum impact with the help of leveraging mass appeal rather than age-specific messaging.

3. Focus on value for money

The weak relationship between age and perceptions of pricing getting economical also suggests that customers of all age groups give importance to value for money. The prices of telecom providers need to be in a limit that can fulfil the balance between affordability and service. If we provide data, calling, and value-added services at affordable prices in combination to customers, it can be provided to a huge base of customers with economic efficiency.

4. Targeting experience over demographic

On the basis of end results of study, one can say that customer satisfaction is driven by overall service that is provided to them over demographic factors like age. This shows the importance of serving a seamless and satisfying user experience. If a telecom provider wants to enhance user satisfaction regardless of the age, they need to focus on personalized customer engagement like AI-driven support and easy plan customization with affordability and moreover they can run rewards programs.

5. Redefining Advertisement and Promotion

As we can see, there is a weak link between age and the influence of advertisements; telecom companies must strive for impactful, emotionally resonant and informative advertising campaigns. Other features, such as continuous connectivity, new technologies, and better customer care, could be communicated more appropriately than by age-related targeted advertising. If providers want to engage with the people who have great knowledge of technology, they need to explore digital marketing channels and need to give their universal reach to them.

6. Policy formulation and inclusivity

The study's end results emphasize the importance of ensuring equal access to good-quality telecom service for all age groups of persons responsible for policy. Therefore, creating an ecosystem that can benefit all consumers equally needs regulation for promoting or pushing fair competition; additionally, it needs to spend on network infrastructure.

7. Consumer-centric innovation

As seen in our study, we get weak correlation in all variables. Which is suggesting to us that there is a need for innovation in the telecom sector with global applicability in mind. Also, providers should give importance to improving user convenience.

In a nutshell, we can say that some part of the study highlights the need for telecom providers to adopt a more consumer-friendly approach. Moreover, they need to focus on quality and value creation rather than demographic segmentation. By taking this aspect companies like Airtel and Jio can improve competitive advantage and meet the evolving demands for a vivid consumer base.

CONCLUSIONS AND RECOMMENDATIONS

With a focus on the relationship between age and various factors affecting satisfaction and decision-making, this study aim to investigate customer behaviour toward network connectivity of Airtel and Jio in Ahmedabad City. The results demonstrate that age and other decision-making criteria such as price, promotion and advertisement, have no discernible effects on telecom provider preference or feature satisfaction. All of the null hypotheses of studied variables were accepted, and the modest correlations found there suggest factors other than age influence customer behaviour more.

Some of the main findings indicate that, in reality, age has little or no effect on how satisfied respondents feel about coverage, download speeds, customer service, and price. This leads to the realization that common, universal quality and service dependability resonate with most customers, irrespective of demographics. Moreover, marketing with a focus on inclusivity instead of focusing on ages would be better, where variables such as value for money and reliability of the services are felt by customers irrespective of age groups.

The study also shows how the telecom industry is experiencing a growing importance of consumer experience and service innovation. Providers such as Airtel and Jio should focus on network reliability, affordability, and customer engagement to maintain their competitive edge. This will enable them to better meet the expectations of consumers in a market that is becoming increasingly competitive.

In conclusion, this study contributes to consumer behaviour in the telecommunications sector by emphasizing that age as a determining factor is being reduced and hence calls for quality-driven and more inclusive strategies to suit this diverse and evolving customer base that would bring about better satisfaction and loyalty.

The results of this study show several avenues for future research and highlight areas where the next investigation can improve the understanding of consumer behaviour in the telecommunication sector.

1. Exploration of other demographic and psychographic factors: Future studies can extend this focus to check the impact of other demographic factors like income, education, gender, and occupation on consumer behavior. Further psychographic variables of lifestyle, technology adoption, and brand loyalty will give more insight into what customers prefer and the degree of satisfaction.
2. Impact of emerging technologies: Future research can analyse how emerging trends like 5G networks, IoT devices, and digital ecosystems influence the behaviour of consumers. The manner in which these changes shape preferences and even the level of satisfaction will provide invaluable information to telecom operators.
3. Comparative analysis across regions: Similar studies could be done in different cities or regions to determine location differences. Differences in urban versus rural customer preferences could also lead to a better understanding of varied needs within the telecom market.
4. Longitudinal studies: Future studies will find value in taking the longitudinal approach—to understand how consumer behaviour changes over time—and to recognize trends and shifts in preferences, given new technologies, pricing models, and marketing strategies.
5. Incorporating behavioural economics: Analysing consumer behaviour through behavioural economics can detect biases, heuristics, and patterns of decision-making. Knowledge of how value, risk, and satisfaction are perceived by consumers might help better service and marketing strategies.
6. Role of customer experience and engagement: Although the given study has focused on age as a factor, further research could be based on customer experience metrics, such as ease of use, personalization, and post-sales support. Additionally, an interesting point could be traced regarding digital engagement tools such as mobile apps and AI-based customer service.
7. Impact of social media and digital marketing: The increasing social and digital media can help a future study in investigating their influence on the choices made by consumers towards their chosen telecom providers. Effects can be measured based on consumer-generated reviews, celebrity or influencer endorsements, and also targeted advertisements.
8. Impact of social media and digital marketing: Future research may probe further the connection between brand equity, customer loyalty, and service provider choice. Knowing how consumer perception of brands drives long-term relationships with a service provider can help providers better plan their strategies.
9. Cross-industry comparison: In doing that, it can give some wider views on the expectations and drivers of consumer satisfaction with regard to the telecom sector, such as banking or retail. Such a point of view may suggest universal service quality benchmarks.

10. Impact of pricing model and promotional strategies: Further research can be conducted based on the effectiveness of different pricing models, like subscription-based plans or pay-per-use, in influencing consumer preferences. Findings regarding the role long-term promotional strategies play in customer retention could also give more insights.

Future studies will build on the outcomes of this study by dealing with these areas, so as to provide a more subtle and holistic understanding of consumer behaviour that can help telecom operators adjust to the changing market landscape.

FURTHER STUDY

This research still has limitations so further research is still needed on this topic.

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