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"A STUDY ON FACTORS AFFECTING CONSUMER LOYALTY TOWARDS TELECOMMUNICATION INDUSTRY FOR GEN Z IN GUJARAT"

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ABSTRACT

The study help in understanding the relationship between the variables and the effect of each variable on customer loyalty. In the discussion section, the findings of the study are discussed in detail. This section also provides a critical evaluation of the results and provides insights into the factors that influence customer loyalty in the telecommunication network in India. The study concludes with a conclusion and recommendations section, where the main findings of the study are summarized and suggestions are made for future research. It is important to note that customer loyalty is a complex concept that is influenced by various factors. Therefore, it is important to consider the interplay between these factors in order to better understand the factors that influence customer loyalty in the telecommunication network in India. The research aims to evaluate the effect of trust, service quality, customer satisfaction, and customer perceived value on customer loyalty in the telecommunication network in India. The study is expected to provide insights into the factors that influence customer loyalty and help telecommunication companies in India to improve their services and retain their customers.

Regarding data analysis and interpretation, it is important to use appropriate statistical techniques to analyze the data collected from the survey. This will help in identifying the relationships between the variables and their impact on customer loyalty. It is also important to provide a clear and concise interpretation of the findings, which should be supported by evidence from the data analysis. Where the findings of the study are compared and contrasted with previous research in the same area. This helps in identifying any similarities and differences in the findings and provides insights into the factors that influence customer loyalty in the telecommunication industry in India. It is important to critically evaluate the findings and provide recommendations for future research in this area.

Our research is based upon Gen Z in Gujarat, how this age of generation is loyal towards their telecommunication industry and what are the factors which affect their loyalty, standard of living, status, symbol, money, satisfaction, trust. Understanding the various new techniques and Innovative telecommunication industry does for customer loyalty. Identifying what is more important the quality or the

price provided by industry. Analyzing the ratio of different users in vi, Airtel, jio, BSNL etc. Identify the prepaid and postpaid users, and also switching rates from one telecom to another telecom analyzing the reasons for switching. , a well-written and well-structured research paper can provide valuable insights into the factors that influence customer loyalty in the telecommunication industry in India and help telecommunication companies to improve their services and retain their customers.

Keywords: Consumer Loyalty, Network, Telecommunication Industry, Satisfaction, Service, Gen Z, Quality, Switching Cost, Internet.

INTRODUCTION

The telecommunications industry is a broad and complex industry that includes various types of companies that provide communication services such as cable companies, internet service providers, satellite companies, and telephone companies. The origins of the industry can be traced back to the postal service, which was primarily associated with the military. However, with the advent of new technologies such as the telegraph and the telephone, the industry has evolved significantly over time. The telegraph and the telephone paved the way for significant operational businesses such as the Telegraph System and American Invention of the telegraph Company (AT&T), which played a crucial role in the development of the industry. The computer industry is also closely related to the telephone industry, and many companies have diversified into both areas.

Today, the telecommunications industry is in a state of constant evolution, with cable companies increasingly replacing phone companies in many areas. This has led to new challenges and opportunities for companies in the industry, and the development of new technologies such as 5G and fiber optic networks is expected to continue driving growth and innovation in the industry in the years to come. As technology advances, a low-cost alternative emerges, making the device more suitable for people and businesses around the world. Today's telecommunications systems now use centralized networks to send data between multiple locations. It took a while, but eventually wires gave way to wireless technology.

Deregulation of the industry began with the passage of the Telecommunications Act in 1996. The bill, which revises existing regulations, removes some restrictions that previously existed and prevented businesses from operating in certain areas. Most modern communication methods are via a broadband modem connection. Companies offering Voice over Protocol (VoIP) are the latest entrants to the telecommunications industry. Skype is a good example of how the telecommunications industry has been transformed by new technologies and innovative services. Skype was one of the first services to offer voice and video calls over the internet, without the need for traditional phone lines. This technology has revolutionized the way people communicate, making it more convenient and cost-effective for users to stay in touch with each other from anywhere in the world. Additionally, the industry touches on many different segments, including services, hardware, and software, which creates a lot of business opportunities.

A very simple change in technological and economic factors can have a significant impact on the telecommunications sector. All industry players are using different technologies to deal with the recent impact of cellular and cellular technologies. emerging technologies and develop new skills that will make them more competitive in the job market. Continuing education, on-the-job training, and other professional development opportunities can help workers keep up with the changing demands of the labor market and stay ahead of the curve in their careers. Companies compete for subscribers and consumers in a dynamic and competitive marketplace.

The increasing popularity of Internet-related services, particularly broadband and high-speed broadband, is gradually changing the revenue landscape. Mobile networks have also emerged as a significant source of revenue, as more and more people use mobile devices to connect to the internet. In the face of intense competition in the residential market, telecom operators are focusing on improving the quality, speed, and consistency of their services to attract customers who are willing to pay a premium for a seamless and secure experience. To support this, many telecom companies are investing heavily in telecom infrastructure, including fiber-optic networks and 5G mobile networks, telecom operators also generate revenue by providing network services to other providers who need it, such as internet service providers (ISPs) and other telecom companies. This allows them to diversify their revenue streams and generate additional income from their existing network infrastructure.

Infrastructure, Equipment, Mobile Virtual Network Operators (MNVOs), White Spaces, 5G, Telephony Service Providers, and Broadband Successors to Telecoms are subdivided into these groups. The Indian telecom tower market has expanded dramatically over the past seven years, growing by 65%. By 2021, there will be 660,000 mobile towers, up from 400,000 in 2014. Likewise, there will be 2.3 million base stations by 2021, up from 800,000 in 2014. According to GSMA, India is becoming a reality. The world's second-largest smartphone market will have around 1 billion installed devices by 2025 and is expected to have 920 million unique mobile subscriptions by 2025, including 88 million 5G connections. It is estimated that 5G technology will add nearly $450 billion to the Indian economy between 2023 and 2040.

OBJECTIVE OF STUDY

1. Conducted a study to understand customer loyalty in the telecommunications industry: The primary objective of the study is to understand the factors that affect customer loyalty in the telecommunication industry, specifically for the Gen Z population in Gujarat. The study aims to identify the various factors that impact consumer loyalty towards different network providers in the market.
2. Customer loyalty drives company growth and performance: The study aims to highlight the importance of customer loyalty in the growth and performance of telecommunication companies. By understanding the factors that impact consumer loyalty, companies can create strategies to retain their customers and improve their performance in the market.
3. Industry-specific customer loyalty ratings and growth: The study will provide industry-specific customer loyalty ratings and growth, which can be used by telecommunication companies to understand their position in the market and create strategies to improve their performance.
4. Shed light on the telecommunications industry and the services it provides to customers: The study aims to provide insights into the telecommunications industry and the different services it provides to customers. By understanding customer perceptions and behaviors, companies can create better services that cater to the needs of their customers.
5. Provide information on the different perceptions and behaviors of customers towards the telecom industry/network providers: The study will provide information on the different perceptions and behaviors of customers towards the telecom industry and different network providers. By understanding customer perceptions, companies can create better marketing strategies and improve their services to cater to the needs of their customers.

HYPOTHESIS

- H1 suggests that service quality is an important factor that can influence customer loyalty. This is supported by research that has shown that customers are more likely to remain loyal to a service provider that consistently delivers high-quality services.
- H2 suggests that loyalty programs and subscription packages can also have a significant impact on customer loyalty. This is consistent with research that has shown that customers are more likely to remain loyal to a service provider that offers rewards, incentives, and other benefits.
- H3 suggests that a company's image or reputation can also influence customer loyalty. This is supported by research that has shown that customers are more likely to remain loyal to a company that has a positive brand image and is perceived as trustworthy and reliable.
- H4 suggests that price switching, network issues, and other factors can also impact customer loyalty. This is consistent with research that has shown that customers are more likely to switch to a competitor if they experience problems with their service or if they find a better deal elsewhere.

These hypotheses provide a solid framework for investigating the factors that influence customer loyalty in the telecommunications industry. By testing these hypotheses and analyzing the data, researchers can gain insights into the specific factors that are most important for building and maintaining customer loyalty in this industry.

RESEARCH METHODOLOGY

RESEARCH DESIGN

A research plan is an arrangement of the conditions for data collection and analysis designed to match the research objectives with the economics of the procedure. In short, it is a blueprint for data collection, measurement and analysis. There are three types of research: Descriptive. An explorer, an interpreter. But neither strategy is suitable for research work, so. A descriptive design is used to conduct research. A descriptive approach, structured and formalized, provides a comprehensive and in-depth analysis of the research. This research method is used to create a clear picture of our research.

SOURCE OF DATA

1. PRIMARY DATA

The main data of the study were collected from questionnaires. Primary data is collected through statistical calculation and analysis process. This is a somewhat precise method followed to obtain certain results. To obtain primary data directly from the respondents, a structured questionnaire in the form of an online survey was used. The specific technology, called "Google Forms," allows anyone to construct their unique question structure and quickly post it online.

2. SECONDARY DATA

The process of collecting secondary data is much easier than collecting primary data. The information here has been gathered using sources already available. Data was collected from external sources through published research papers and case studies available online. This study also used secondary data such as published research papers, internet, websites, etc.

DATA COLLECTION METHOD

Collecting data through "questionnaires" is a popular method of research survey, and it is the most common and commonly used tool considered when collecting primary data. Questionnaires are used to gather scientific information about someone or something from respondents. Questionnaire is the traditional and authentic way of data collection process under survey method.

SAMPLING METHOD

Sampling method refers to the process of selecting a representative subset of individuals or objects from a larger population for the purpose of collecting data or information. Sampling methods fall into two categories:

- probability ratio
- Probability is not a method.

Probabilistic means that each item in the population has an equal chance of being included in the sample. We used simple random sampling because it provided a similar opportunity to select a representative sample of the subject population. The sampling technique employed in this study was convenience sampling, which is a non-probability sampling method that involves selecting participants based on their availability and willingness to participate. The study utilized a well-designed questionnaire to collect data.

SAMPLING FRAME

Quantitative research in nature, descriptive research design is generally used to describe and analyze the characteristics of a particular phenomenon, such as the factors that influence customer loyalty in the telecommunications industry. This type of design typically involves collecting data through surveys, questionnaires, or other standardized instruments and analyzing the results using statistical methods. Descriptive research can be useful in providing a comprehensive and detailed understanding of a particular topic, but it may not be able to establish causal relationships between variables. Therefore, it's important to interpret the results of descriptive research with caution and consider additional research methods if causal relationships are of interest.

Goals: - Generation Z is "the generation born in the late 1990s and early 2000s". Gujarat is a geographical region of India.

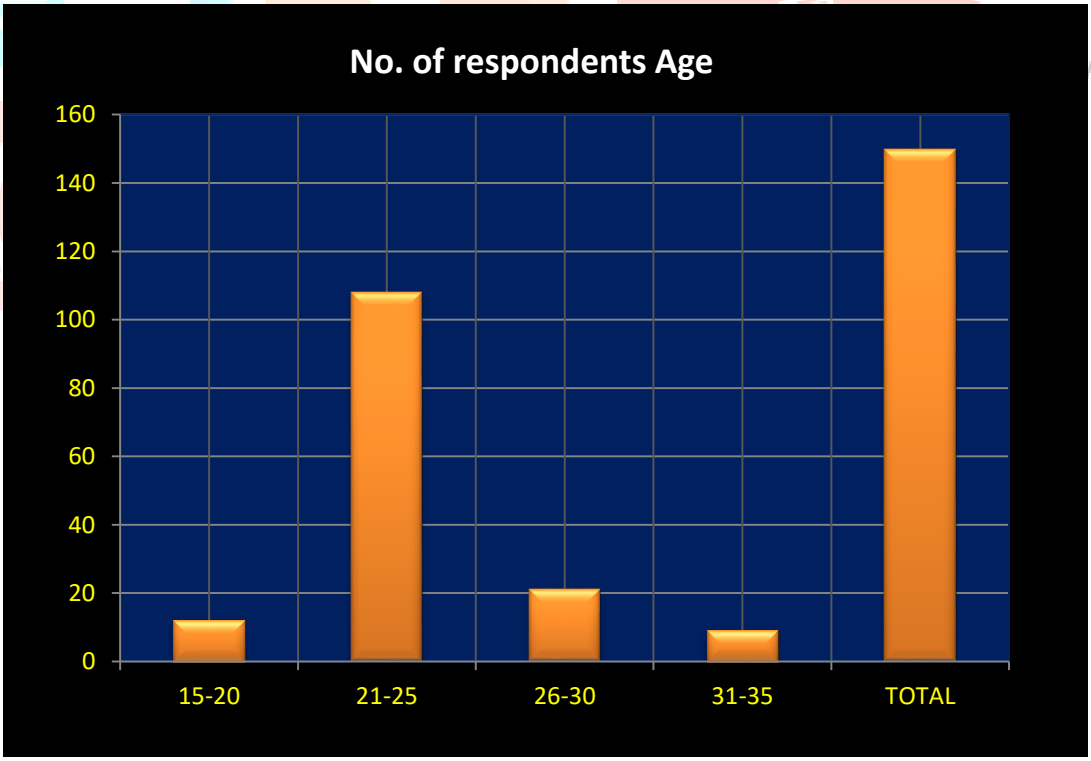
DATA ANALYSIS AND INTERPRETATION

Table no. 1: Classification on basics of age groups.

Sr no.	Age	No. of respondents	% Of respondents
1	15-20	12	8.00%
2	21-25	108	72.00%
3	26-30	21	14.00%
4	31-35	9	6.00%
5	**TOTAL**	150	100.00%

Analysis: -

A survey of 150 responses was conducted targeting Gen Z customers between the ages of 21 to 25. The results showed that 72% of the respondents fell within this age group, making it the age group with the highest number of responses. The second highest age group of respondents fell between the ages of 26 to 30, making up 14% of the total respondents.



Interpretation: -

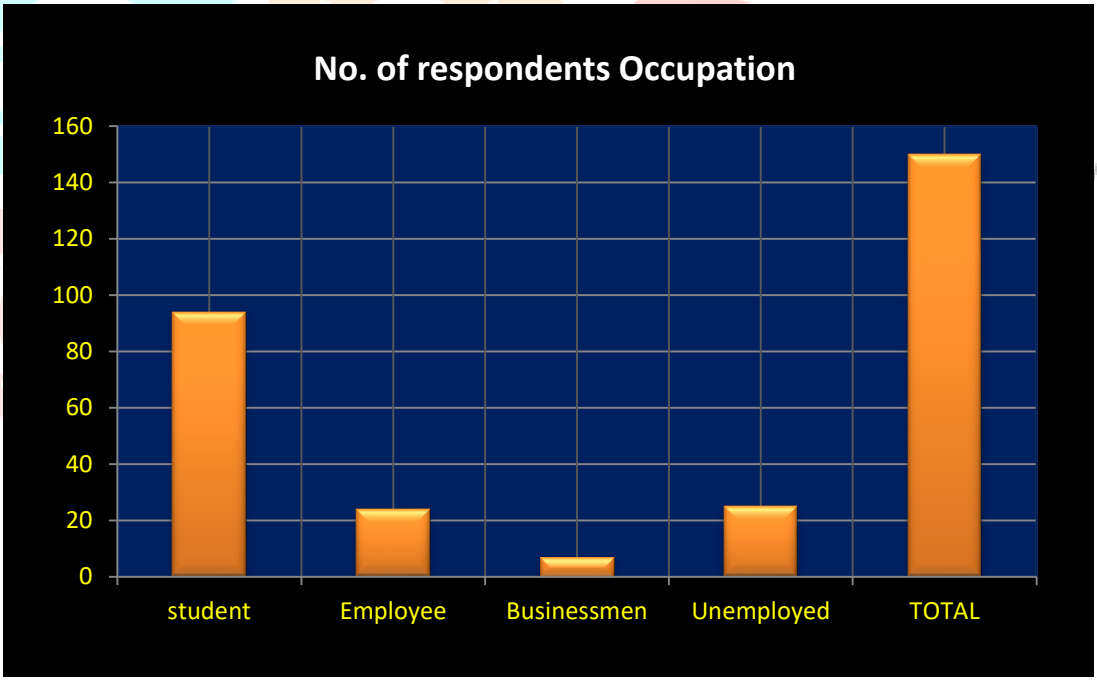
Number of respondents by age group, On y-axis the range of respondents from 0 to 160. On x-axis the classification of age groups 15-20, 21-25, 26-34, 31-35, the total all over.

Table no. 2: - Classification on basics of Occupation.

Sr no.	Particulars	No. of respondents	% Of respondents
1	Student	94	62.67%
2	Employee	24	16.00%
3	Businessman	7	4.67%
4	Unemployed	25	16.67%
5	**TOTAL**	150	100.00%

Analysis: -

Out of the 150 respondents in the survey, the majority of them, accounting for 62.67%, were students. The second highest occupation was employees, with 16% of the respondents falling under this category. A smaller percentage, 4.67%, were classified as businessmen, while 16.67% of respondents reported being unemployed.



Interpretation: -

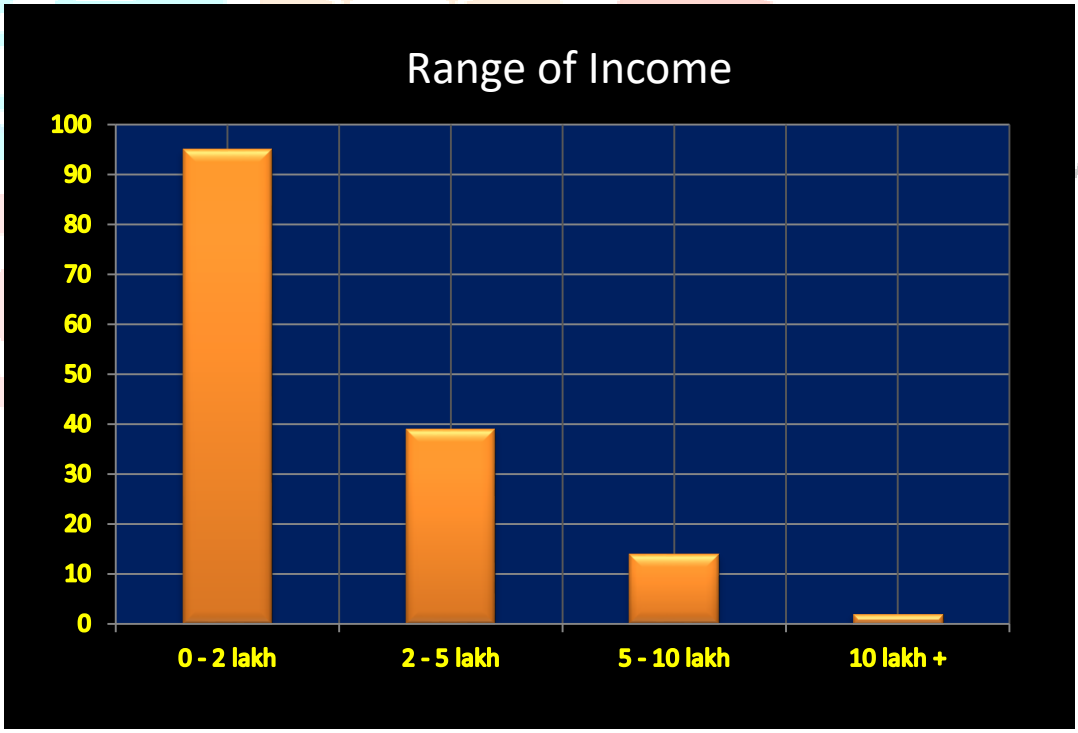
On Y-axis the number of respondents from 0 to 160. On x-axis classification of different occupations are students, employees, businessman, unemployed and all the total count were identified.

Table no. 3: - Classification on basics of Income group.

Sr no.	Particulars	No. of respondents	% Of respondents
1	0 - 2 lakh	95	63.33%
2	2 - 5 lakh	39	26.00%
3	5 - 10 lakh	14	9.33%
4	10 lakhs +	2	1.33%
5	**TOTAL**	150	100.00%

Analysis: -

Classification of different income groups which includes students, employees, businessman and others. The group is classified into 4 criteria first below 2 lakh income, second 2 lakh to 5 lakh income, third 5 to 10 lakh fourth 10 lakh and above income group.



Interpretation: -

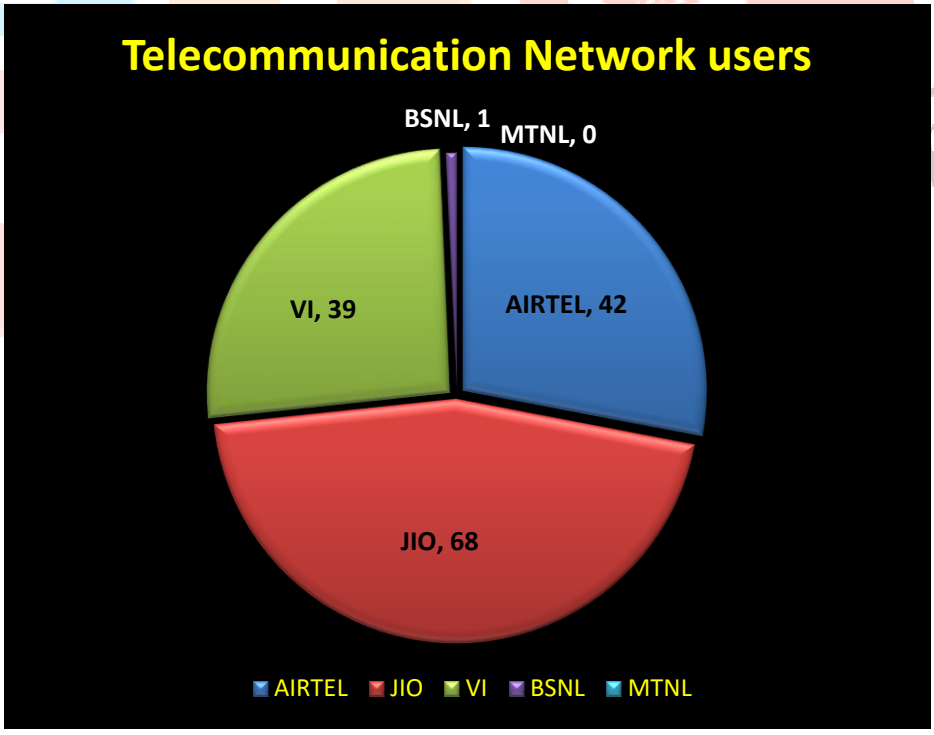
On Y-axis the total number of respondents from 0 to 100. On X-axis differentiates the income group. Where 95 respondents have below 200000 income, 39 respondents have between 2 to 5 lakh income, 14 respondents have between 5 to 10 lakh income and to respondents have about 10 lakh income.

Table no. 4: - Classification on basics of Telecommunication network users

Sr no.	Telecommunication user	No. of respondents	% Of respondents
1	AIRTEL	42	28.00%
2	JIO	68	45.33%
3	VI	39	26.00%
4	BSNL	1	0.67%
5	MTNL	0	0.00%
6	**TOTAL**	150	100.00%

Analysis: -

Identify the different users of telecommunication networks in terms of the percentage of users using different service providers.1% of the respondents are using BSNL as their service provider. This implies that BSNL has a very small market share among the respondents.26% of the respondents are using Vi (Vodafone-Idea) as their service provider. This suggests that vi has a relatively small but significant market share among the respondents.28% of the respondents are using Airtel as their service provider. This implies that Airtel has a relatively larger market share compared to Vi among the respondents. More than 45% of the respondents are using Jio as their service provider. This indicates that Jio has a very significant market share among the respondents, which is much larger compared to other service providers mentioned in the given information.



Interpretation: -

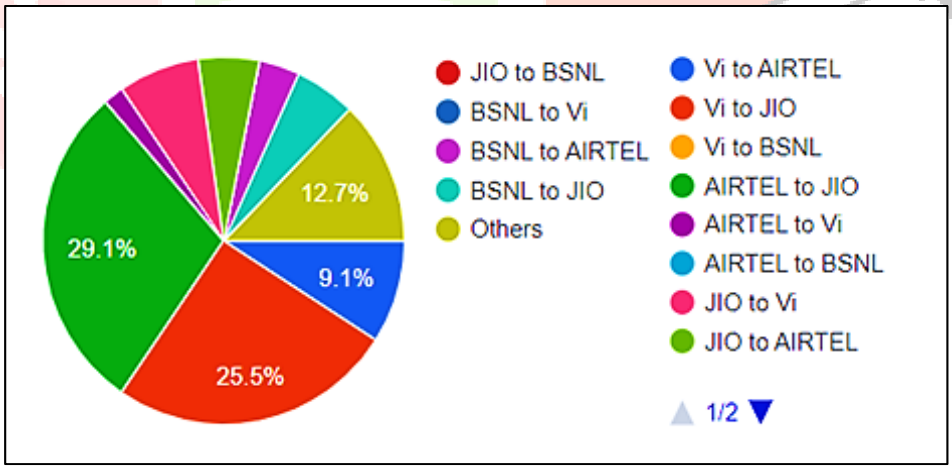
From above pie Chart we identify the different users of telecommunication Networks. 1% of BSNL users, 26% of Vi users, 28% of Airtel users, and more than 45% of jio user, 0% of MTNL users. Almost more than half of the populations are using jio as that telecommunication network.

Table no. 5: - Classification of Switching Telecommunication Network**.**

Sr no.	Switching Telecommunication Network	No. of respondents	% Of respondents
1	Vi to AIRTEL	10	6.67%
2	Vi to JIO	47	31.33%
3	Vi to BSNL	2	1.33%
4	AIRTEL to JIO	35	23.33%
5	AIRTEL to Vi	14	9.33%
6	AIRTEL to BSNL	0	0.00%
7	JIO to Vi	6	4.00%
8	JIO to AIRTEL	2	1.33%
9	JIO to BSNL	0	0.00%
10	BSNL to VI	8	5.33%
11	BSNL to AIRTEL	3	2.00%
12	BSNL to JIO	9	6.00%
13	Other	14	9.33%
14	**TOTAL**	150	100.00%

Analysis: -

Switching network from one network to another network or simply we can say port to different telecommunication networks. Here we identify various networks switching to various other networks. The higher ratio of switching from another telecommunication network to jio is more than 50%. Vi to jio is 31.33%, Airtel to jio is 23.33%, BSNL to jio 6%. although the switching rate and also the market of jio is up to 50% to 55% as compared to all others network.



Interpretation: -

- Vi to JIO have 47 respondents with 31.33% of switching rate.
- AIRTEL to JIO have 35 respondents with 23.33% of switching rate.
- BSNL to JIO have 9 respondents with 6.00% of switching rate.

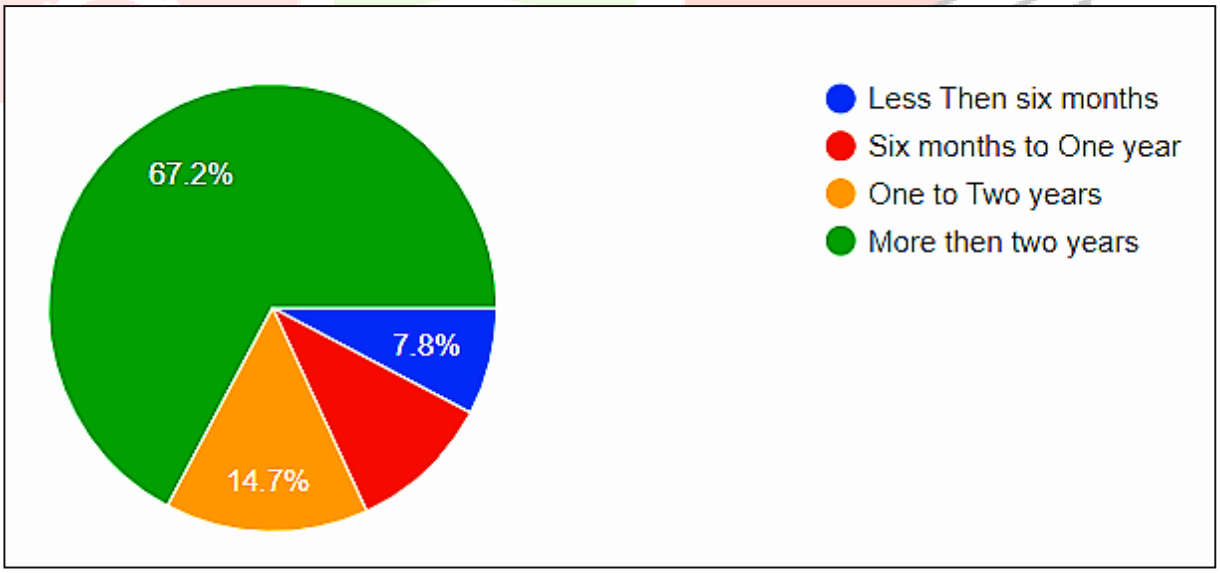
Although the switching rate and also the market of jio is up to 50% to 55% as compared to all others network.

Table no. 6: - How long have been a customer of current network

Sr no.	How long have been a customer of current network	No. of respondents	% Of respondents
1	Less than six months	11	7.33%
2	Six months to One year	16	10.67%
3	One to Two years	22	14.67%
4	More than two years	101	67.33%
6	**TOTAL**	150	100.00%

Analysis: -

Identify the duration for which customers have been using their current telecommunication network. 7.33% of respondents have been using their current network for the past six months, indicating that they may still be in the process of evaluating the network and may not have developed a strong sense of loyalty towards it yet. 10.67% of respondents have been using their current network for the past 6 months to 1 year, indicating that they may have had some experience with the network but may still be open to switching if a better option becomes available.14.67% of respondents have been using their current network for the past 1 to 2 years, indicating that they may have developed some loyalty towards the network but may still be open to switching if a better option becomes available. The majority of respondents, 67.33%, have been using their current network for more than 2 years. This indicates a higher level of loyalty and trust towards their current network, and they may be less likely to switch to a competitor unless there is a significant reason to do so.



Interpretation: -

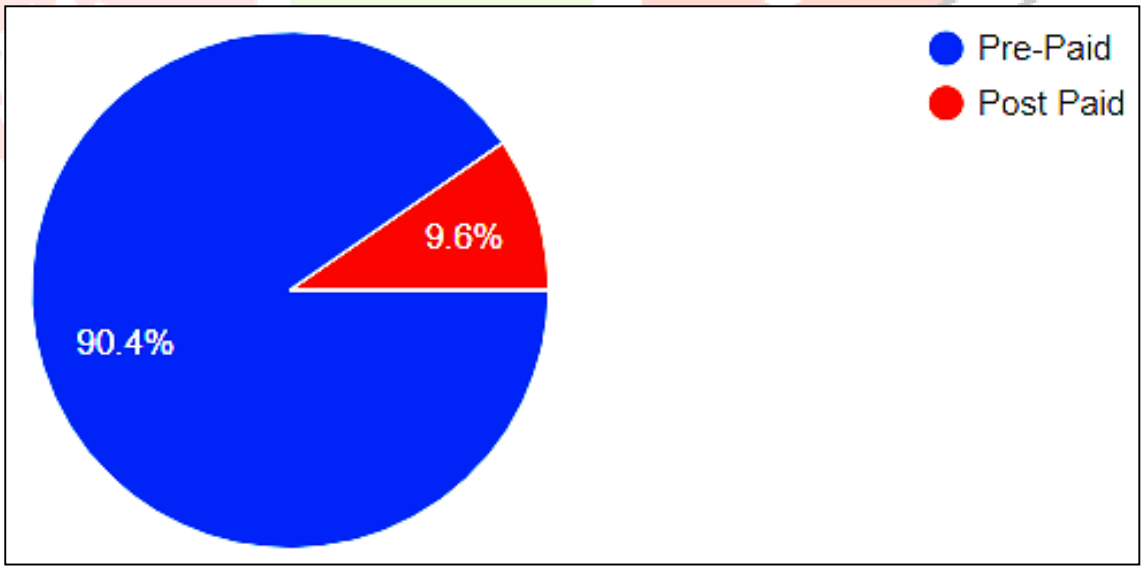
From the above pie chart, we distributed how long the customer is using the current network, blue colour is for less than 6 months, red colour is for using from 6 months to 1 year, yellow between 1 year to 2-year, green is for more than 2 years.

Table no. 7: - classification of pre-paid plan or Post-paid plan.

Sr no.	Pre-paid plan or Post-paid plan	No. of respondents	% Of respondents
1	Pre-Paid	136	90.67%
2	Post Paid	14	9.33%
3	**TOTAL**	150	100.00%

Analysis: -

In this classification, the survey respondents have been divided into two categories - those who are using pre-paid plans and those who are using post-paid plans. The survey shows that 90% of the respondents are using pre-paid plans for their network, which means they pay in advance for the services they use. On the other hand, 9.33% of the respondents are using post-paid plans of their network, which means they pay for the services they have used at the end of each month. This information is important for telecommunication companies to understand the preferences of their customers and tailor their offerings accordingly. For example, if the majority of customers are using pre-paid plans, the company may focus on offering more pre-paid plans with attractive offers and discounts. Conversely, if more customers are using post-paid plans, the company may focus on improving their post-paid plans to retain existing customers and attract new ones. This classification helps in understanding the usage pattern of customers and can help telecommunication companies make strategic decisions to improve their services and customer loyalty.



Interpretation: -

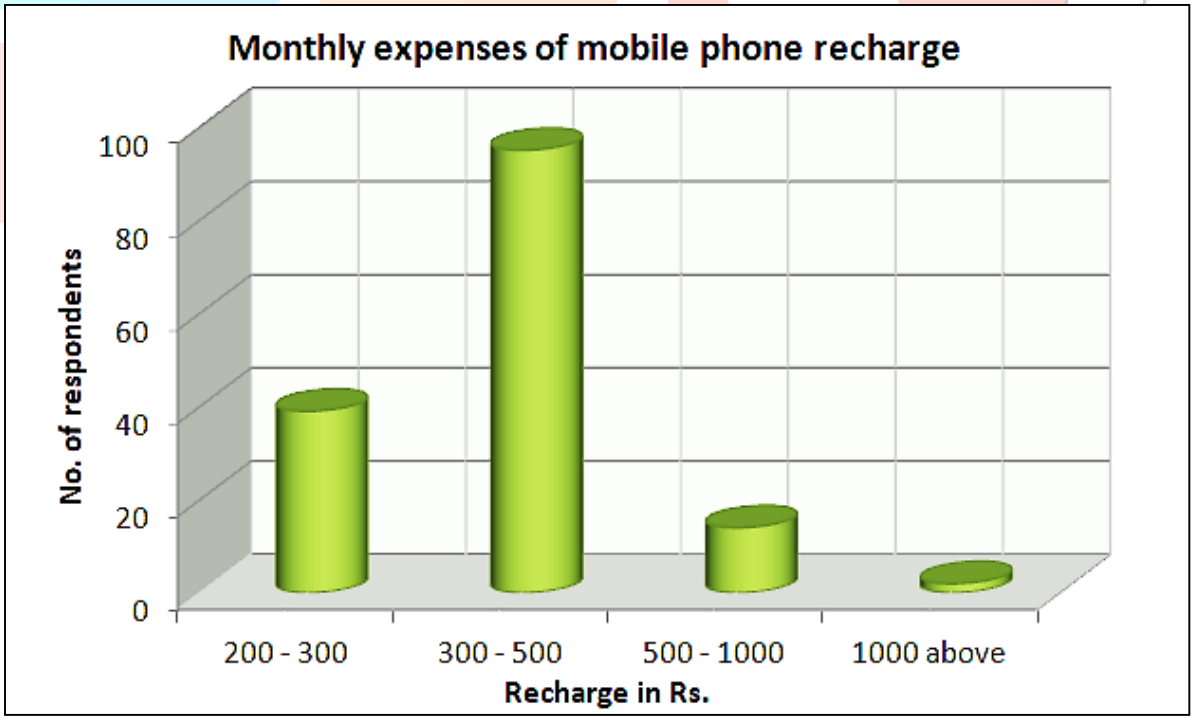
From the above pie chart, we understand the Blue colour area is for pre-paid plan users which is approx. 90% and red colour area is for Post-paid plan users which is approx. 9%.

Table no. 8: - classification of Monthly Expenses on Mobile Phone Recharge

Sr No.	Monthly Expenses of Mobile Phone Recharge	No. Of Respondents	% Of Respondents
1	200 - 300	39	26.00%
2	300 - 500	95	63.33%
3	500 - 1000	14	9.33%
4	1000 above	2	1.33%
5	**TOTAL**	150	100.00%

Analysis: -

The first group of respondents consists of 39 people, who said that they spend around 200 to 300 on their mobile phone recharge on a monthly basis. The second group of respondents comprises 95 people who reported that they spend between 300 to 500 on their mobile phone recharge each month. The third group of respondents consists of 14 people, who said that they spend between 500 to 1000 on their mobile phone recharge every month. Lastly, the fourth group of respondents includes 2 people who reported that they spend more than 1000 on their mobile phone recharge every month.



Interpretation: -

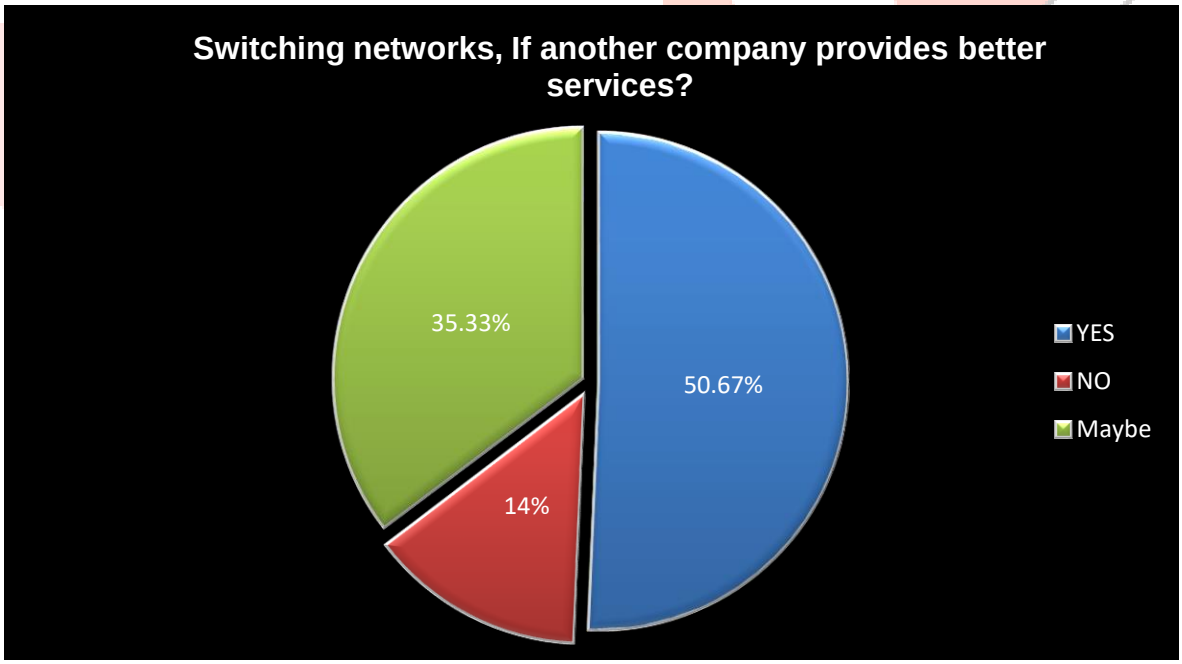
From the above graphical representation on y-axis number of respondents from 0 to 100 on x-axis the range of recharge that customer expenses on a monthly basis.

Table no. 9: - Switching networks, if another company provides better services?

Sr no.	Switching networks, if another company provides better services?	No. of respondents	% Of respondents
1	YES	76	50.67%
2	NO	21	14.00%
3	Maybe	53	35.33%
4	**TOTAL**	150	100.00%

Analysis: -

The response of "maybe" from 53 respondents may indicate that they are considering switching networks, but they are not entirely sure yet. This group may be more willing to switch if they are presented with a compelling offer or experience a significant problem with their current network. It is important to note that the decision to switch networks is not solely based on service quality, as factors such as pricing, contract terms, and brand loyalty can also play a role. The 21 respondents who say no to switching may have a high level of satisfaction with their current network and may perceive the potential benefits of switching as not worth the effort or risk. It is crucial for telecommunication companies to understand the reasons behind customer switching behavior and take measures to address any underlying issues to retain their customers.



Interpretation: -

From the above pie chart we understand the different percentage of areas where red colour 14% area is for respondents who said no, green colour area with 35.33% of respondent who said maybe and approx 51% of blue colour area said yes.

Table no. 10: Showing a respondent on basis of switching rates due to high discounts.

Sr. No.	Responses	No. of Respondents	% Of Respondents
1	Strongly Agree	21	12.10%
2	Agree	31	20.70%
3	Neutral	53	39.70%
4	Disagree	26	16.40%
5	Highly Disagree	18	11.21%
6	**TOTAL**	150	100%

Analysis: -

A survey of 150 respondents found that 39.70% or 53 of respondents do not react to the market offering so they do not rely much upon market offerings, 20.70% & 12.10% of respondents have agreed that they switch as per the market offerings and the rest 16.40%, 11.21 % doesn't switch their networks

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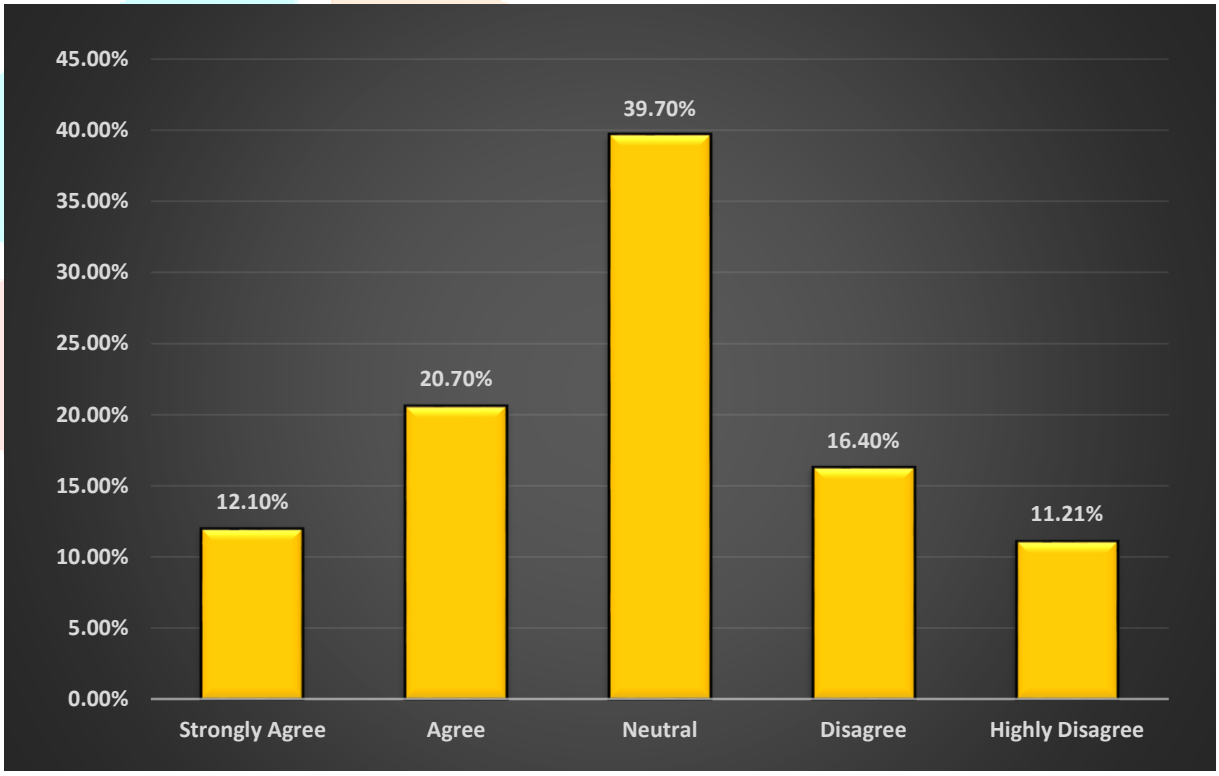


Interpretation: -

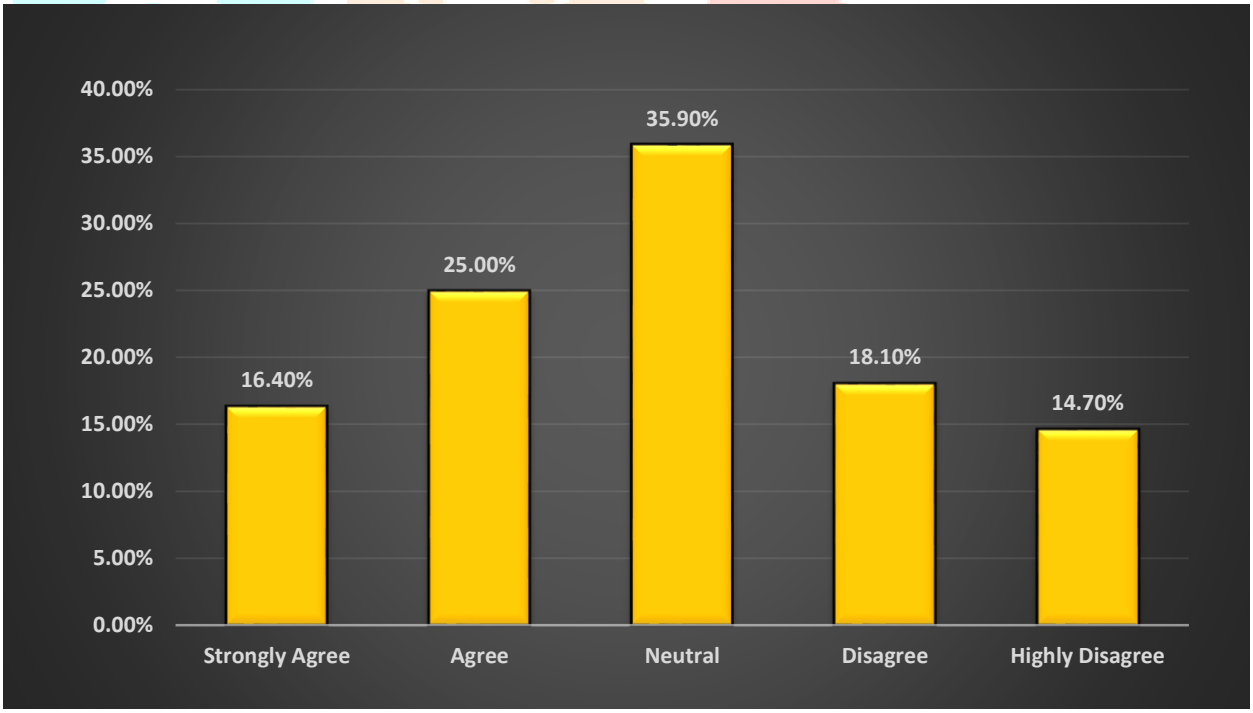
The chart shows the distribution of respondents' ratings on the X axis, categorized as Strongly Agree, Agree, Neutral, Disagree, and Highly Disagree, while the Y axis represents the percentage of responses ranging from 0.00 to 45.00%. These ratings were given based on the area of interest of the respondents.

Table no. 11: - Shows findings made on basis of using the most reputed network.

Sr. No.	Responses	No. of Respondents	% Of Respondents
1	Strongly Agree	26	16.40%
2	Agree	36	25.00%
3	Neutral	37	35.90%
4	Disagree	28	18.10%
5	Highly Disagree	23	14.70%
6	**TOTAL**	150	100%

Analysis: -

The Table denotes that 35.90% or 37 numbers of respondents are neutral on behalf of choosing the reputed network, whereas 25.00% or 16.40% of respondents are choosing the most reputed network and the remaining 18.10% & 14.70% are not choosing the reputed network.



Interpretation: -

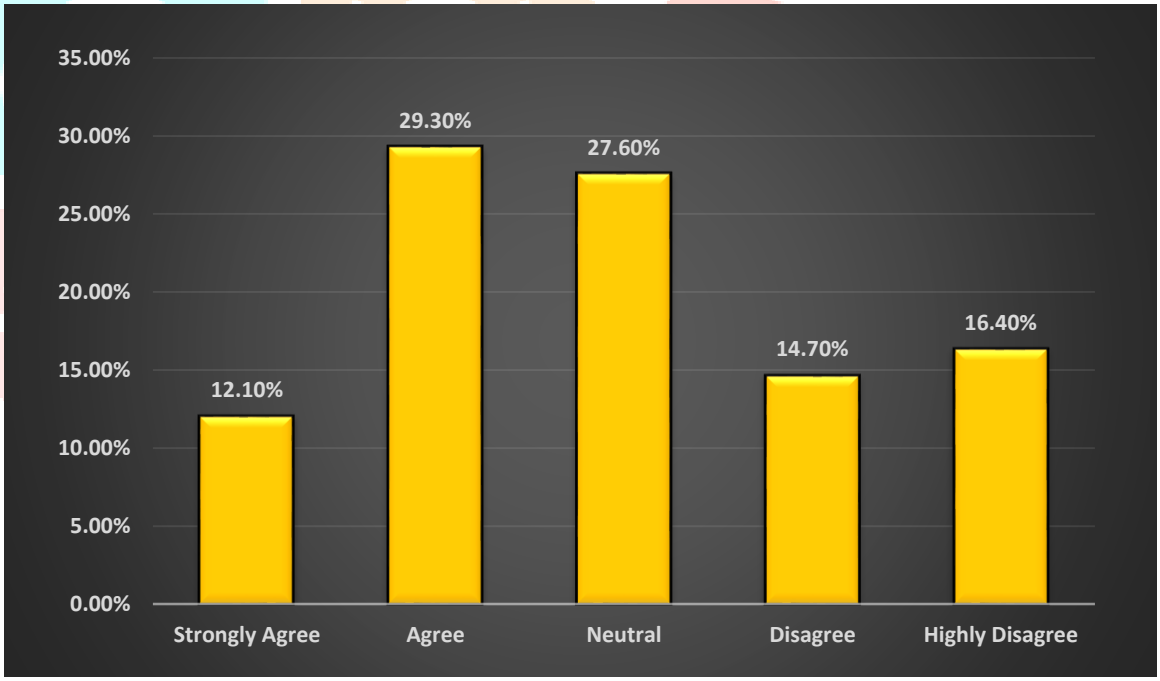
The chart shows the distribution of responses by percentage on the Y axis, ranging from 0.00% to 40.00%. The X axis shows the different response categories, including Strongly agree, Agree, Neutral, Disagree, and Highly Disagree. The respondents have selected their preferred responses within each category based on their area of interest.

Table no. 12: - Shows findings where the Quality of services matter the most than of network charges.

Sr. No.	Responses	No. of Respondents	% Of Respondents
1	Strongly Agree	21	12.10%
2	Agree	41	29.30%
3	Neutral	39	27.60%
4	Disagree	24	14.70%
5	Highly Disagree	25	16.40%
6	**TOTAL**	150	100%

Analysis: -

The table denotes that for 29.30% & 12.10% of respondents, the quality matters a lot and the other 27.60% or 39 of respondents are neutral they may or may not prefer quality overcharges, and other 30.10% of respondents will check for affordability then of the quality of the network.



Interpretation: -

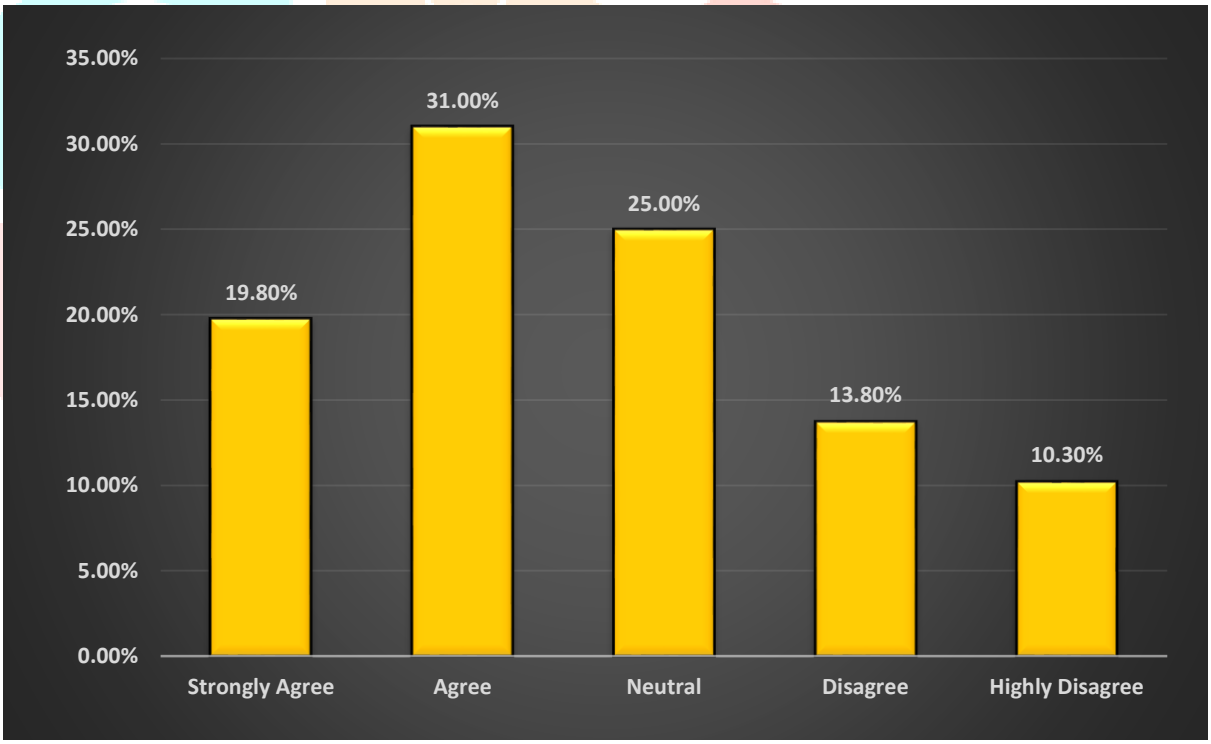
The Y axis is scaled from 0.00% to 35.00% to represent the percentage of responses. The X axis categorizes the responses into Strongly agree, Agree, Neutral, Disagree, and Highly Disagree based on the respondents' criteria. The respondents have selected their responses according to their area of interest.

Table no. 13: - Shows findings where the respondent's networks are up to date with the quality of services.

Sr. No.	Responses	No. of Respondents	% Of Respondents
1	Strongly Agree	30	19.80%
2	Agree	43	31.00%
3	Neutral	36	25.00%
4	Disagree	23	13.80%
5	Highly Disagree	19	10.30%
6	**TOTAL**	150	100%

Analysis: -

The findings denote that the respondents use quality updated networks where 31.00% or 43 respondents use updated networks whereas 25.00% or 36 of respondents may or may not be having the updated networks and the other follows.



Interpretation: -

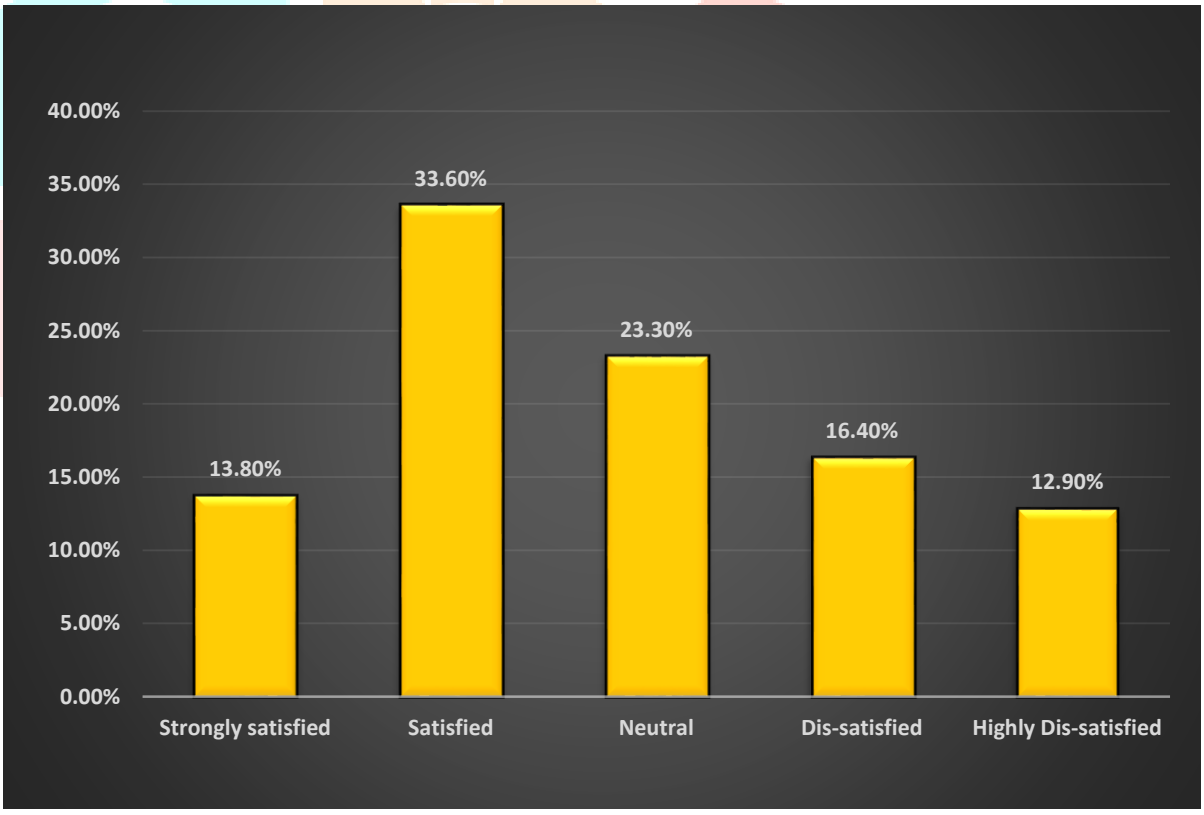
The Y axis shows the percentage of responses, which ranges from 0.00% to 35.00%. The X axis shows the different categories of responses, which include Strongly Agree, Agree, Neutral, Disagree, and Highly Disagree. The respondents were able to choose which category best reflected their opinion or perspective on the topic being asked about, and their responses were then recorded and used to analyze the data.

Table no. 14: - Shows findings where the respondent's satisfaction towards their networks.

Sr. No.	Responses	No. of Respondents	% Of Respondents
1	Strongly satisfied	23	13.80%
2	Satisfied	46	33.60%
3	Neutral	35	23.30%
4	Dis-satisfied	26	16.40%
5	Highly Dis-satisfied	22	12.90%
6	**TOTAL**	150	100%

Analysis: -

The table depicts that the respondent's satisfaction with their persuaded networks. The data has to be seen highly satisfied in category with scaling of 46 or 33.60% of respondents and the other neutral category falls to 35 or 23.30% of respondents and other follows.



Interpretation: -

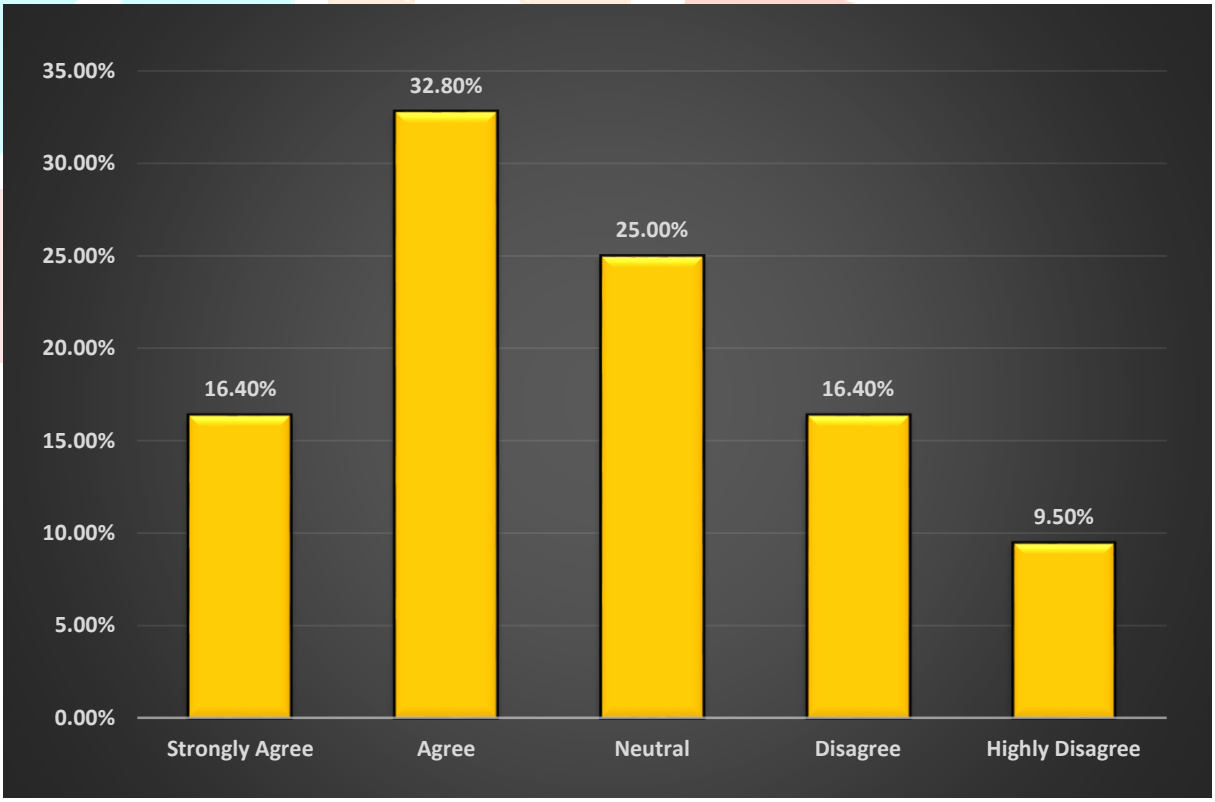
This graph represents the percentage of responses on the Y axis, ranging from 0.00% to 40.00%, and the X axis shows the classification of responses based on the criteria of the respondents, including Strongly agree, Agree, Neutral, Disagree, and Highly Disagree. The respondents have indicated their choice in the respective area and the graph presents their responses in terms of the percentage.

Table no. 15: - Shows findings that the description of product & services is reliable.

Sr. No.	Responses	No. of Respondents	% Of Respondents
1	Strongly satisfied	26	16.40%
2	Satisfied	39	32.80%
3	Neutral	36	25.00%
4	Dis-satisfied	26	16.40%
5	Highly Dis-satisfied	17	9.50%
6	**TOTAL**	150	100%

Analysis: -

The table depicts various reliable information provided by the network operators and the categories such as satisfied happens to be highest of 39 or 32.80% and the other categories neutral falls second highest. In addition to data, we can analyze that the respondents are highly relied on information prescribed by their telecommunication companies.



Interpretation: -

the Y axis shows the percentage of responses, ranging from 0.00% to 35.00%. The X axis shows the different criteria of responses, including Strongly agree, Agree, Neutral, Disagree, and Highly Disagree. The respondents have marked their responses based on their area of choice, and this information is plotted on the graph.

RESULTS AND FINDINGS

1. Telecom loyalty programs are designed to create an incentive for customers to stay loyal to the brand by offering additional benefits and rewards. One of the biggest challenges for telecom companies is retaining customers once their initial contract is up. By implementing a loyalty program, companies can create a sense of value and exclusivity for their customers, which can lead to increased customer retention and loyalty. Additionally, loyalty programs can help to create a more personalized experience for customers, which can lead to higher levels of engagement and satisfaction.

2. The study included 150 respondents, and the results show that JIO had the highest number of respondents at 68 (45.33%), followed by Airtel with 42 (28.00%) respondents and VI with 39 (26.00%) respondents. BSNL had only 1 respondent (0.67%), while MTNL had no respondents in the study.

3. No personalization telecom customers have a wide range of locations and interests, which often makes personalization desirable but difficult. To address this, telecom projects must drive customer loyalty beyond the buying cycle.

4. Switching network from one network to another network or simply we can say port to different telecommunication networks. Here we identify various networks switching to various other networks. The higher ratio of switching from another telecommunication network to jio is more than 50%. Vi to jio is 31.33%, Airtel to jio is 23.33%, BSNL to jio 6%. although the switching rate and also the market of jio is up to 50% to 55% as compared to all others network.

5. Less customer interaction telecom loyalty programs are known to encourage data collection and use of mobile apps to improve the industry's lack of customer interaction efficiency. One of the biggest customer retention challenges for telcos.

6. Majority of customers (67.33%) have been using their current telecommunication network for more than two years, which may indicate a higher level of trust and satisfaction with the network. On the other hand, a smaller percentage of customers (7.33%) have been using their current network for only the past six months, which may suggest lower trust or loyalty to the network. The data also indicates that a considerable percentage of customers (14.67%) have been using their current network for 1 to 2 years, and 10.67% have been using it for 6 months to 1 year. It provide insights into customer behavior and preferences towards telecommunication networks, which can help companies in improving their services and customer retention strategies.

7. The breakdown of telecommunication plan users is as follows: 90% of respondents are using pre-paid plans while 9.33% are using post-paid plans.

8. Rates telecoms tend to offer one-time deals and limited discounts. However, higher levels of engagement can be achieved through affiliate marketing programs that allow people to be rewarded for their loyalty. For example, memberships can be based on total spending or how many years you've been a customer, unlocking different perks at higher tiers.

9. The findings of the data suggest that a majority of the respondents, 50.67%, are willing to switch networks if another company provides better services. This indicates that there is a high level of competition in the telecommunication industry and customers are willing to seek better options if their current network does not meet their expectations. Additionally, 35.33% of the respondents are unsure if they would switch or not, indicating that companies have an opportunity to win over these customers with improved services or incentives. Only 14% of the respondents said they would not switch, suggesting that customer loyalty in the industry may be low.

CONCLUSION

Our research is based upon Gen Z in Gujarat, how this age of generation is loyal towards their telecommunication industry and what are the factors which affect their loyalty, standard of living, status, symbol, money, satisfaction, trust. Understanding the various new techniques and Innovative telecommunication industry does for customer loyalty. Identifying what is more important, the quality or the price provided by industry. Analyzing the ratio of different users in vi, Airtel, jio, BSNL etc. Identify the prepaid and postpaid users, and also switching rates from one telecom to another telecom analyzing the reasons for switching. The quality of service provided by telecommunication companies has a major impact on customer loyalty. Companies like Jio offer competitive pricing and attractive plans that have garnered a large customer base. Customer trust is also a crucial factor in determining loyalty, with providers who offer cost-effective subscription plans being favored. Corporate image and promotional offers can also play a vital role in retaining customer loyalty. Moreover, the cost of switching to a different provider can be a significant deterrent for customers looking to switch, and thus, it can have a significant impact on their loyalty, if the service providers do not upgrade as per era, then it also affects customer loyalty Buffering/network bugs/errors leads customer to switch. The switching ratio from Vi to Jio and Airtel to jio is more than approx. 50%; jio has already captured the 50% of customers as compared to all other telecommunication operators. Jio is also providing good service at a lower rate than other operators like Vi, Airtel, and BSNL.

That customers of Jio, a telecommunication network, have a higher level of loyalty compared to other networks such as Vi, Airtel, and BSNL. The switching rate from Jio to other networks is very low, around 5% to 6%, which suggests that customers are satisfied with the services and features provided by Jio. Jio offers a range of features such as Jio TV, Jio Music, Jio Fiber, Jio Business, Jio Phone, Jio Wi-Fi, and Jio apps, which are liked by its customers. The quality rate of Jio's network is also said to be higher than other operators, further contributing to customer loyalty.

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