

A STUDY ON CONSUMER SATISFACTION ABOUT AIRTEL NETWORK IN UTHANGARAI TOWN

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Abstract : India has become one of the fastest growing mobile network markets in the world. Consumer satisfaction is a term, which measure how products and services supplied by a company meet or surpass customer expectation. This study is mainly focused to understand the Consumer satisfaction level of airtel network in uthangarai town. The primary objective of this study is to find out factors in tariff plan of airtel network and network of customer views. The Primary data was collected through questionnaire survey method and analyzed with the help of various statistical tools to draw meaningful conclusion.

IndexTerms – Statement of the problem, objectives and research methodology.

I. INTRODUCTION

Airtel India is the largest provider of mobile telephony and is also a provider of broadband and subscription television services. The brand is operated by several subsidiaries of Bharti Airtel, with Bharti Hexacom and Bharti Telemedia providing broadband fixed line services and Bharti Infratel providing telecom passive infrastructure service. Bharti Airtel Limited is an Indian global telecommunications services company based in New Delhi, India. It operates in 20 countries across South Asia and Africa. Airtel provides GSM, 3G, 4G LTE and VoLTE mobile services, fixed line broadband and voice services depending upon the country of operation. Airtel had also rolled out its VoLTE technology across eight telecom circles namely Mumbai, Maharashtra and Goa, Madhya Pradesh, Chhattisgarh, Gujarat, Andhra Pradesh & Telangana, Karnataka, Chennai, Kolkata, Kerala and Odisha in India and should roll out the technology in rest circles by end of August 2018. It is the largest mobile network operator in India and the third largest in the world with over 429 million subscribers. Airtel was named India's second most valuable brand in the first ever Brandz ranking by Millward Brown and WPP plc. Airtel is credited with pioneering the business strategy of outsourcing all of its business operations except marketing, sales and finance and building the 'minutes factory' model of low cost and high volumes.

STATEMENT OF THE PROBLEM

In today's world of rapidly changing technology, consumer taste and preference are also characterized by fast changes. To meet this changing environment, a firm has to constantly innovate and understand the latest consumer needs and wants. Consumer's behavior provides invaluable items and guidelines to marketers for their future development. This gives an idea for the researcher to select that particular research problem

OBJECTIVES OF THE STUDY

- ❖ To study about consumer satisfaction towards airtel.
- ❖ To find out factors influencing in tariff plan.
- ❖ To find out network coverage of customer view

RESEARCH METHODOLOGY

The study comprises both primary data and secondary data have been collected from 50 sample respondents by using scientifically framed interview schedule.

STATISTICAL TOOLS FOR ANALYSIS

- ❖ Simple percentage
- ❖ Chi- square analysis

LIMITATION OF THE STUDY

- ❖ Due to economic and the time constraints of the research, the number of the respondents were limited to 60 only.
- ❖ The accuracy depends upon the respondent's information.
- ❖ The details furnished by the respondents are considered as the true results of the study are based on this assumption.

TABLE NO .1 - DEMOGRAPHIC PROFILES OF RESPONDENTS

DEMOGRAPHIC FACTORS		NO. RESPONDENTS	PERCENTAGE
Age	Below 20 years	7	14
	25-30 years	21	42
	25-30 years	13	26
	Above 35 years	9	18
	TOTAL	50	100
Marital Status	Married	18	36
	Unmarried	32	64
	TOTAL	50	100
Educational Status	SSLC	4	8
	HSC	11	22
	Under Graduates	14	28
	Post Graduate	21	42
	TOTAL	50	100
Occupation	Employees	11	22
	Business men	12	24
	Professionals	18	36
	House wife	9	18
	TOTAL	50	100

(Source: Primary Data)

Among the respondents, 42% of them are 25-30 years of age group, 26% of them are below 25 years, 16.8% of them are above 35 years and 14% of them are 31-35 years of age group. Majority (64%) of them are unmarried and 36% of the respondents were married. 42% of them are Postgraduates, 28% of them are Under-Graduates, 22% have HSC and 8% have SSLC. 24% are business men, 36% are professionals, 22% are employees and 18% are house wives.

TABLE NO: 2 - OPINION ABOUT CUSTOMER SERVICE

OPINION	NO.OF RESPONDENTS	PERCENTAGE
Satisfied	36	72
Dissatisfied	14	28
Total	50	100

(Source: Primary Data)

The above table reveals on the basis of opinion about customer service out of 50 respondents of airtel, 36 respondents are satisfied in customer service and 14 respondents are dissatisfied.

TABLE NO: 3 - RESPONDENTS ON THE BASIS OF CALL TARIFF

BASIS OF CALL TARIFF	NO.OF RESPONDENTS	PERCENTAGE
Very Economical	14	28
Reasonable	27	54
Expensive	9	18
Total	50	10

(Source: Primary Data)

The above table reveals out of 52 respondents, 27 respondents are feeling reasonable about call tariff, 14 respondents are feeling very economical and 9 respondents are feeling expensive.

TABLE NO: 4 - CHI – SQUARE TEST

Relationship between monthly income and factors that attracts you to buy this network

Hypothesis: There is no relation between monthly income and factors that attracts you to buy this network

Monthly Income	Factors that attracts you to buy this network				
	Clear network	Full talk time	Booster pack	Minimum Call Rate	Total
Below Rs.10000	2	4	3	2	11
Rs. 10001 to 15000	2	6	3	2	13
Rs. 15001 to 20000	1	3	2	2	8
Above Rs.20000	3	5	6	4	18
Total	8	18	14	10	50

Calculated chi-square value : 2.21
 Table chi-square value at 5% level: 16.919
 Degrees of freedom : 9
 Result : Accepted

The calculated chi-square value (2.21) is lower than the table value. Hence the null hypothesis is accepted. So there is no relationship between monthly income and factors that attracts you to buy this network.

FINDINGS

- It is found that 42% of the respondents were 25-30 years of age group.
- Majority 64% of the respondents were unmarried.
- 42% of the respondents were PG level.
- 36% of the respondents were professional.
- To be concluded that 53% of family members using airtel network.
- 50% of the respondents are familiar to this network by their friends.
- It is found that 77% of the respondents are using prepaid service in airtel.
- 90% of the respondents are satisfied in customers' service.
- 57% of the respondents are not willing to receive unwanted calls and SMS advertisement.

SUGGESTIONS

- Special offer can be provided for the prepaid subscribers those who are recharging more than Rs.500pm.
- Call charges for calling customer care can be neglected.
- Roaming charges can be reduced further to satisfy the customer.
- Subscribers should have an option of filtering the calls and messages which is receiving from the customer care.

CONCLUSION

Customer satisfaction is an important in marketing of any services so that the dealers of both networks recommended the above mentioned suggestion to the company to increase the satisfaction of the customers. Most of the consumers are satisfied cellular service, roaming offers network coverage and rate cutter.

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