

A STUDY ON CUSTOMER SATISFACTION OF AIRTEL MOBILE NETWORK IN CHENNAI

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Abstract— The project entitled “a study on customer satisfaction of airtel mobile network in Chennai” is carried out with an objective to determine the consumer preference and satisfaction. The primary objective of this study is to find out the consumer preference and satisfaction towards laptops with special reference to Chennai. For distribution of questionnaire to the consumer convenience sampling method was used to select the customer and the survey was taken among those selected users. After collecting the data from the respondents it was analyzing using simple percentage method for analyzing the collected data.

1. INTRODUCTION

India's telecommunication network is the second largest in the world based on the total number of telephone users(both fixed and mobile phone). Telephone Industry in the country which is in an ongoing process of transforming into next generation network, employs an extensive system of modern network elements such as digital telephone, mobile centers, media gateways and signaling gateways at the core, interconnected by a wide variety of transmission systems using optical fiber or Microwave. Telecommunication in India has greatly been supported by the INSAT system of the country, one of the largest domestic satellite systems in the world. Telecommunication has supported the socioeconomic development of India and has played a significant role to narrow down the rural-urban digital divide to some extent. India has opted for the use of both the GSM and CDMA technologies in the mobile sector. The mobile tariffs in India have also become lowest in the world.

2. COMPANY PROFILE

Bharti Airtel Ltd is one of the world's leading providers of telecommunication services with presence in 19 countries including India & South Asia and Africa. The company is the largest wireless service provider in India, based on the number of customers. The company offers an integrated suite of telecom solutions to its enterprise customers, in addition to providing long distance connectivity both nationally and internationally. The Company also offers Digital TV and IPTV Services. All these services are rendered under a unified brand 'Airtel' either directly or through subsidiary companies.

3. REVIEW LITERATURE

Philip Kotler (2008) observed that satisfaction is a person's feelings of pressure or disappointment resulting from product's perceived performance (outcome) in relation to his or her expectations. Consumer satisfaction is the level of a person's felt state resulting from comparing a product's perceived performance (outcome) in relation to the person's expectations. This satisfaction level is a function of difference between perceives Peterson and Wilson (1992) explained customer satisfaction surveys also provide several worthwhile benefits. That provides a formal means of customer feedback to the firms which may be identify existing and potential problems. Satisfaction surveys also convey the message to customers that the firm cares about customer's well being and value customer inputs concerning organization's operations.

4. OBJECTIVE OF THE STUDY

To analyze whether the Customer is Satisfied with the usage of Airtel Mobile Network Service or Not. Extend the customer's complaints are rectified. To analyze whether the Customers are aware of the new schemes and offers introduced and analyze the overall performance of the airtel.

5. LIMITATIONS OF THE STUDY

The study is restricted only to AIRTEL, Chennai respondents. The view of their other areas is not taken. Respondents concentrated are the customers of AIRTEL MOBILE NETWORK only. Since the researcher selected 100 sample sizes, it is not sufficient to cover opinion of entire population. Time duration in conducting the research is very low.

6. RESEARCH METHODOLOGY

Methodology is a way to systematically solve the research problem. It may be understand as a Science of studying how research is done scientifically. Research Methodology is a step by step study of a problem

6.1 RESEARCH DESIGN

The research design is the conceptual structure within which research is conducted. It constitutes the blueprint for the collection, measurement and analysis of data.

6.2 DESCRIPTIVE RESEARCH

This study is descriptive in nature where the data is collected through well structured questionnaire and from the information taken from the customers.

6.3 SAMPLING DESIGN

Sampling is the process of selecting a sufficient number of elements from the population, so that a study of the sample and an understanding of its properties or characteristics would make it possible for us to generalize such properties or characteristics to the population elements.

6.4 DATA COLLECTION

A self-administered questionnaire was the main instrument used during this study. It was chosen because the respondents sample size was quite large and data was needed urgently which made it the ideal tool in such a case.

6.4.1 SAMPLING POPULATION

Population for this research is set as costumers who are using AIRTEL SERVICES.

6.4.2 SAMPLING SIZE

The research was conducted in Chennai with 100 respondents.

6.4.3 SAMPLING AREA

The research was conducted in Chennai with 100 respondents.

7. DATA PROCESSING, ANALYSIS AND PRESENTATION

After collecting data, the researcher organized well-answered questionnaires; data was edited and sorted to ensure completeness and accuracy of the data.

7.1 DATA ANALYSIS

The data collected was classified and analyzed using frequency tables and percentages. Regression analysis model was used in establishing the relationship between the variables

7.2 DATA PRESENTATION

Data was presented in tabular form, with frequencies and percentages.

7.2.1 CHI SQUARE TEST

		How long you have been using the Airtel mobile network service			Total
		Below 2 years	2-4 years	Above 4 years	
Below 15000	C	34	24	26	84
	E	28.6	20.2	35.3	84.0
15000-30000	C	0	0	10	10
	E	3.4	2.4	4.2	10.0
Above 30000	C	0	0	6	6
	E	2.0	1.4	2.5	6.0
Total	C	34	24	42	100
	E	34.0	24.0	42.0	100.0

In above table the Chi Square calculations are given below CALCULATIONS:
 Calculated Value 14.184 Degree of Freedom (3-1)*(3-1)

= (2-1)*(1-1)
 = 2(2)
 =4

Significance level = 0.05 % Table Value = 9.4877 Calculated Value = 14.184

7.2.2 ANOVA TEST

Anova Test for How long you have been using the Airtel mobile network service

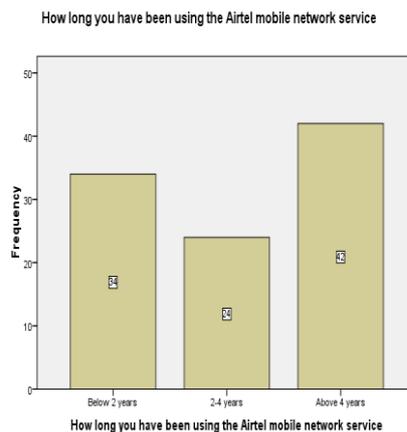
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.455	1	4.455	6.157	.015
Within Groups	70.905	98	.724		
Total	75.360	99			

7.2.3 FREQUENCY TEST

How long you have been using the Airtel mobile network service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 2 years	34	28.6	34.0	34.0
	2-4 years	24	20.2	24.0	58.0
	Above 4 years	42	35.3	42.0	100.0
	Total	100	84.0	100.0	
Missing	System	19	16.0		
Total		119	100.0		

The above Table value using to find the usage of airtel mobile network service and the solutions of Frequency Test Given by Bar char Given Below



8. SUGGESTIONS

Most of the respondents are satisfied with the services provided by Airtel Prepaid mobile User steps to be taken to make the customers more satisfied. Most of the customers are not aware of the phone plus facility, steps to be taken to create awareness about these facilities. It is inferred that most of the respondents are not much satisfied with the features of the phone provided by Airtel Prepaid mobile User when compare to other private landline providers, significant weight age should be given by the Airtel Prepaid mobile User Few of the respondents are satisfied with call connectivity. It is suggested to the company to give importance to that and make the entire customer to be satisfied.

9. FINDINGS

It is observed that 32% of respondents prefer Airtel for the brand reputation, 28% of respondents prefer for schemes introduced, 22% of respondents feel that they prefer Airtel for the clarity of service and 18% of respondents prefer Airtel for the affordability of price. 34% of respondents using the Airtel service below 2 years, 24% of respondents using it for the period between 2 to 4 years and 42% of respondents using it above the period of 4 years respectively.

10. CONCLUSION

Through the research paper entitled ,”A Study On Customer Satisfaction Of Airtel Mobile Network In Chennai” it is concluded that the variables such as age group, gender etc . are having less impact on the factors The research outcome also indicates that, most of the customers were satisfied towards. From the study the influence of Demographic variable in the level of satisfaction yielded by the user as well as the Behavioral pattern of the user is analyzed in this study. It is identified that the service provided by Airtel Prepaid mobile User is at satisfactory level to the respondent’s .But most of the respondents are not satisfied with the features of the phone. Airtel Prepaid mobile User should focus on the promotional measures as equal to the private service providers to enhance their service activity to satisfy their customers.

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