



A STUDY ON CUSTOMER SATISFACTION TOWARDS AIRTEL NETWORK WITH SPECIAL REFERENCE TO COIMBATORE CITY

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-----ABSTRACT-----

The importance of this study is to examine the customers level of satisfaction towards Airtel Network in Coimbatore city. It also tried to find out the factors which influence the users and the customer expectation towards Airtel Network. The data has been collected by survey methods through questionnaire with 130 respondents. Tools used in this project were simple percentage analysis and likert scale analysis. On the basis of the study, it is found that customers are satisfied with the network coverage and its connectivity. The only thing that customer expects is its offers and schemes. These are some findings of the study. Most of the customer suggestion is to improve the speed of the network and also to reconstruct its tariff plans to maintain its competitive level. Thus, the study concluded that customers are satisfied with the Airtel Network and also it recommended to focus on promotional measure to enhance their service.

KEY WORDS: Airtel Network, Customer satisfaction and expectation, Connectivity.

1. INTRODUCTION

Telecommunication is the transmission of information over a distance by electronic and electrical means. Substantial economic growth and mounting population enables the rapid growth of telecommunication industry. This service in India have witnessed phenomenal changes over the last few years. Airtel is the third largest provider in mobile telephone services. Airtel provides diversified services like wireless services, airtel business, internet, landline, tower infrastructure, digital TV service. Customer satisfaction is a term which is used to measure how product and services supplied by the enterprise satisfied the customer. Marketers should be smart enough to understand the customers needs, wants and demands. So, customer is important to enterprise to get a good position in the global market and to enhance their profit.

2. STATEMENT OF THE PROBLEM

Customer satisfaction is considered to be the most important factor as it involves the retention of the customer and creates brand loyalty and also it forms a base for altering prospective customers. Typical elements that constitute customer satisfaction are value added services, difficulties in tariff customer care and timely response complaints.

3. OBJECTIVES OF THE STUDY

- To analyze the customer satisfaction towards Airtel Network
- To analyze the factors influencing the use of Airtel Network services.
- To find out the customer expectation of Airtel services.

4. RESEARCH METHODOLOGY

Area of the Study	Coimbatore City
Sample Size	130 Respondents
Sources of Data	Primary Data and Secondary Data
Sampling Techniques	Convenient sampling techniques
Proposed Tools	Simple Percentage Analysis Likert Scale Analysis



5. REVIEW OF LITERATURE

V.G.Eswari, S.Durgadevi, B.Logeswari (2019): In their study observed that Airtel Network is the fastest network in India. Their study determines that the speed of the network is fast without any buffers and through that the users can get a huge amount of information easily. Moreover, this network provides more facilities to the users.

R.Shiji and M.Uma (2018): Observed that Airtel should concentrate more on postpaid business and should create awareness about the usage of postpaid service and to expand it. Also observed that, like easy charge facility, some other similar facilities also be introduced by Airtel Mobile Companies to encourage the existing customers.

BhavikU.Swadia (2018): From their study most, people prefer Airtel services for quality. People are not aware of the products offered by Airtel, so the company will have to pay attention to creating greater awareness of the public, helping to achieve its mission. Moreover, the Airtel company should expand its customers care services to meet the updated needs of consumers and resolve the complaints to provide suitable solutions for it.

6. TABLE

6.1 SIMPLE PERCENTAGE ANALYSIS

Percentage analysis is used to find out the percentage value of all the entirely different questions used in findings comparison between two or more series of data.

Table shows the factors influence the respondents to use Airtel Network Service

Factors	Respondents	Percentage
Call Clarity	31	24
Cost Effectiveness	24	18
Network Coverage	67	52
Promotion	8	6
Total	130	100

(Source: Primary data)

INTERPRETATION

From the above data on factor influence to use Airtel Network, 24% of the respondents are influenced by Call clarity, 18% of the respondents are influenced by Cost effectiveness, 52% of the respondents are influenced by Network coverage, 6% of the respondents are influenced by Promotion.

Hence, majority (52%) of the respondents felt that Network Coverage as factor influence to use Airtel Network.

Table shows different respondents with respect to their expectation from Airtel Network

Options	Respondents	Percentage
New Schemes	44	34
Network Coverage	35	27
Connectivity	28	21
Service Quality	23	18
Total	130	100

(Source: Primary data)

INTERPRETATION

The above table shows that 34% of the people expect New schemes, 27% of the people expect Network coverage, 21% of people expect Connectivity, 18% of people expect Service quality.

Hence, most (34%) of the respondents expect New Schemes from Airtel Network.



Table shows the satisfaction of the respondents towards Airtel Network Service

Options	Respondents	Percentage
Yes	101	78
No	7	5
Maybe	22	17
Total	130	100

(Source: Primary data)

INTERPRETATION

From the above data, it shows that 78% of the respondents said Yes on satisfaction towards Airtel Network, 5% of the respondents said No, 17% of the respondents said Maybe.

Hence, majority (78%) of the respondents are Satisfied towards Airtel Network Service.

6.2 LIKERT SCALE ANALYSIS

A Likert Scale is a method of measuring attitudes, original scale of responses to a question or statement, ordered in hierarchical sequence from strongly negative to strongly positive. In Likert Scale method a person attitude is measured by combining (adding or averaging) their responses across all items.

Table showing the satisfaction level of the respondents towards Network Coverage in their area

Factors	No. of respondents (f)	Likert Scale Value (x)	Total Score (fx)
Highly Satisfied	52	5	260
Satisfied	41	4	164
Neutral	30	3	90
Dissatisfied	4	2	8
Highly Dissatisfied	3	1	3
Total	130		525

(Source: Primary data)

Likert Scale = $\frac{\sum (fx)}{\text{Total number of respondents}}$
 $= \frac{525}{130}$
 $= 4.04$

INTERPRETATION

The likert scale value is 4.04 which is greater than the mid-value (3) which shows that the customers are satisfied with the Network Coverage in their area.

7. FINDINGS

- It is inferred that majority (52%) of the respondent felt that Network Coverage as a factor influence to use Airtel Network.
- It is establishing that most (34%) of the respondents expect New Scheme from Airtel Network.
- The research states that majority (78%) of the respondents are satisfied towards Airtel Network Service.
- The Likert Scale Value is 4.04 which is greater than the Mid-Value (3). Which shows that the customers are satisfied with the Network Coverage in their area.

8. SUGGESTIONS

- Most of the respondent’s suggestion is to improve network speed in both rural and urban area.
- Some of the respondents expects more offers and schemes from Airtel Network Service.
- Airtel needs to work on its network availability.
- The company should look into reconstructing of tariff plans to maintain competitive edge over competitors.
- It is recommended to increase the quality of their services.
- Airtel company should need to work on its postpaid services as number of users is less.
- It should create awareness about the plans to get new users.



9. CONCLUSION

From this study it is concluded that majority of the respondents are satisfied with the Airtel Network. The Network Coverage of Airtel influences the customers to use Airtel Network Service. Although from this study it is identified that it should focus on promotional measures to enhance their service to satisfy the customer. The Airtel can acquire a more number of customers by improving its schemes and plans. As Connectivity is a main factor, Airtel should maintain its level to retain the customers.

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