



A STUDY ON CONSUMER SATISFACTION TOWARDS AIRTEL WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT

The project entitled "A study on customer satisfaction towards Airtel in Coimbatore city " is carried out with an objective to determine the consumer preference and satisfaction. A descriptive study was conducted to achieve the objectives. In total 100 respondents filled a well-structured questionnaire having a list of statements pertaining to products, services & facilities provided by the service provider. The main objective of the study was to know how the customers of AIRTEL Broadband perceive its Services in Coimbatore are satisfied with the services provided by AIRTEL and also to identify the factors affecting the preferences of the customers Results reveal that the dimensions which influence the satisfaction level of customer's are: Core services (like good coverage, good connectivity and network quality) and call rate. Further results show that there is a significant relation between the brand name and the preference of customers. Hence, it has been recommended that telecom companies should focus on connectivity, call rate, coverage and network quality.

KEYWORDS Airtel, Comparative study, Customer satisfaction, Mobile connection.

INTRODUCTION

Telecommunication companies also talk of their customer being most important asset, us like companies in other business domains but rarely are this reflected in a company's strategy and operations. The customer of telecom services like cellular telephony are ahead with times and have started buying cellular services just like daily house hold items such as toothpaste. Therefore it is necessary in today's business scenario to understand the fact that the idea of customer being ac company's most important assets is not just a management theory, but is a crucial economic fact in the current business scenario the use of customer relationship management (CRM) is quite common and critical and customer retention is the primary goal in

firms that practices. In the light of the important of customer relationship and consumer retention, it is very crucial for the companies in any business domain to know what actually drives the customer satisfaction. As the cellular industry in India is one of the fastest growing sectors it is important and interesting to explore the drives of customer satisfaction in the industry.

STATEMENT OF THE PROBLEM

In this modern era, everyone is using mobile. Without mobile phone nobody can lead their life. Hence in this study it is focused on the usage level of AIRTEL mobile services and how it is useful to know about the preference of brand and also how to identify



the satisfaction level of the customers by the usage of AIRTEL mobile services.

SCOPE OF THE STUDY

The present research analysis is a wide scope. It covers various aspects which are useful in several ways to various people.

- It helps to find out the leading cellular service provides in Coimbatore city at present.
- It show the various for selecting the particular cellular service.

OBJECTIVES OF THE STUDY

- To study on consumer behavior on Airtel in Coimbatore city .
- To study the problems faced by the Customers.

TOOLS FOR ANALYSIS

The primary data were coded, classified, tabulated and analysed. The statistical tools used for analysis of the study are:

- Simple percentage Analysis
- Ranking Correlation
- Likert scale Analysis

LIMITATION OF THE STUDY

- This study is restricted to Coimbatore city only due to cost and time constraints.
- The information provided by the respondents is spontaneous and they may not be consistent.

REVIEW OF LITERATURE

Dinesh Kumar Pandiya et al., (2014), found that the customer satisfaction lies in GPRS service, festival offer service, free roaming service, validity service, bonus service and online recharge service whereas they dissatisfied with the service quality of network, customer care, SMS packs, free talk time, connection charges, Ease of availability of the retailer selling recharge coupons, Ease of availability of retailers transferring the recharge voucher.

Buveneswari and R. PrakashBabu67 (2013) in their article entitled, "Study on Customer

Satisfaction towards Cellular Service with Special Reference to Aircel at Mannargudi Town" have found that telecommunications companies also talk of their customers being their most important assets like companies in other business domains. Aircel cellular service in Mannargudi Town the subscription by the people is satisfactory and is steadily increasing. The company has wider scope in the market of cellular service by extending its value added services, according to preference of the respondents.

Rajpurohit and Vasita (2011), examined the consumer preferences and satisfaction towards various mobile phone service providers in Jodhpur city and found that Airtel, Vodafone, MTNL, Idea, Tata Indicom subscribers are satisfied with the call tariffs, network coverage and periodical offers, customer complaints handling and solutions except the customers who subscribed BSNL and Reliance networks.

DATA ANALYSIS AND INTERPRETATION

In this chapter the analysis and interpretation of "A study on customer's satisfaction towards Airtel with special reference to Coimbatore city", is presented based on the opinion of samples of 120 respondents selected from Coimbatore city through a questionnaire containing 20 questions. These were analysed through three different tools and they are as follows,

- Simple Percentage analysis
- Rank Correlation
- Likert scale analysis

SIMPLE PERCENTAGE ANALYSIS:

Simple percentage analysis is the method to represent raw streams of data as a percentage for better understanding of collected data. Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

FORMULA:

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total no. of respondents}} \times 100$$

TABLE 1
TABLE SHOWING THE GENDER OF THE RESPONDENTS

S. NO.	GENDER	NO. OF RESPONDENTS	PERCENTAGE
1	Male	37	46
2	Female	43	54
	TOTAL	80	100

(Source: Primary data)

**INTERPRETATION**

Majority, 54% of the respondents are female.

The above table shows that out of total 80 respondents, 54% of the respondents are female and 46% of the respondents are male.

TABLE 2
TABLE SHOWING THE EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

S. NO.	EDUCATIONAL QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE
1	School level	8	10
2	Diploma	8	10
3	Under Graduate	48	60
4	Post graduate	16	20
	TOTAL	80	100

(Source: Primary data)

INTERPRETATION

10% of the respondents are upto school level and diploma.

The above table shows that out of total 80 respondents, 60% of the respondents are under graduate, 20% of the respondents are post graduate,

Majority, 60% of the respondents are under graduate.

TABLE 3
TABLE SHOWING THE OCCUPATIONAL STATUS OF THE RESPONDENTS

S. NO.	OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE
1	Student	33	41
2	Government Employee	13	16
3	Private employee	22	28
4	Self employed	12	15
	TOTAL	80	100

(Source: Primary data)

INTERPRETATION

respondents are government employee, 15% of the respondents are self employed.

The above table shows that out of total 80 respondents, 41% of the respondents are students, 28% of the respondents are private employee, 16% of the

Majority, 41% of the respondents are students.

RANK CORRELATION

A rank analysis is any of several statistics that measure an ordinal association, the relationship between ranking of different ordinal variables or different ranking of the same variables, where a "ranking" is the assignment of the labels "first", "second", "third", etc., To different observation of a

particular variable. A rank analysis measures of similarity between two rankings, and can be used to assess the significance of the relation between them. It is not necessarily a total order of object because two different objects can have the same ranking. The ranking themselves are totally ordered.

**TABLE 4**
TABLE SHOWING THE PREFERENCE LEVEL OF RESPONDENTS TOWARDS AIRTEL

S. No.	Factors	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Total	Rank
1	Customer Services	59(5)	9(4)	7(3)	4(2)	1(1)	361	1
2	Internet Speed	7(5)	9(4)	56(3)	4(2)	4(1)	251	2
3	Network coverage	6(5)	9(4)	5(3)	58(2)	2(1)	199	3
4	Price	8(5)	8(4)	5(3)	7(2)	52(1)	153	5
5	Offers	5(5)	8(4)	10(3)	52(2)	5(1)	196	4

*(Source: Primary data)***INTERPRETATION**

The above table shows that out of total 80 respondents, Customer services has ranked 1st, Internet Speed has ranked 2nd, Network coverage has ranked 3rd, Offers has ranked 4th, Price has ranked 5th.

Majority, Respondents are satisfied with the Customer services in Airtel network.

LIKERT SCALE ANALYSIS:

Likert scales are the most broadly used method for scaling responses in research studies. Research questions that ask you to indicate your level of agreement, from strongly agree or highly satisfied to strongly disagree or highly dissatisfied, use the likert

scale. In Likert scale method, a person's attitude is measured by combining (additional or averaging) their responses across all items.

FORMULA: $\sum fx$ Likert scale = $\frac{\sum fx}{\text{Total number of respondents}}$

Where,

F = Number of respondents

X = Likert scale value

 $\sum fx$ = Total score**Mid value,**

Mid-value indicates the middle most value of the Likert scale.

TABLE 5
TABLE SHOWING THE SATISFACTION LEVEL OF RESPONDENTS TOWARDS AIRTEL NETWORK

S. NO.	SATISFACTION LEVEL	NO. OF RESPONDENTS (F)	LIKERT VALUE (X)	TOTAL (FX)
1	Highly Satisfied	56	5	280
2	Satisfied	12	4	48
3	Neutral	8	3	24
4	Dissatisfied	4	2	8
5	Highly dissatisfied	-	1	0
	TOTAL	80		360

(Source: Primary data)

$$\begin{aligned} \text{Likert value} &= \frac{\sum fx}{\text{No. of Respondents}} \\ &= \frac{360}{80} \\ &= 4.5 \end{aligned}$$

INTERPRETATION

Likert scale value is 4.5 which is greater than the mid value (3), so the respondent are satisfied with the airtel network.

**TABLE 6****TABLE SHOWING THE LEVEL OF OPINION TOWARDS INTERNET SPEED FROM YOUR AIRTEL SERVICES**

S. NO.	SATISFACTION LEVEL	NO. OF RESPONDENTS (F)	LIKERT VALUE (X)	TOTAL (FX)
1	Highly satisfied	6	5	30
2	Satisfied	63	4	252
3	Neutral	8	3	24
4	Dissatisfied	2	2	4
5	Highly dissatisfied	1	1	1
	TOTAL	80		311

(Source: Primary data)

$$\begin{aligned} \text{Likert value} &= \sum fx / \text{No. of Respondents} \\ &= 311 / 80 \\ &= 3.88 \end{aligned}$$

INTERPRETATION

Likert scale value is 3.88 which is greater than the mid value (3), so the respondents are satisfied with the internet speed provided by the Airtel Network .

- 94% of the respondents will suggest airtel network to others.
- 64% of the respondents Highly agree that Airtel network services are best in the market..

FINDINGS, SUGGESTIONS AND CONCLUSION**FINDINGS**

- 49% of the respondents are of between the age 15 years – 25 years.
- 54% of the respondents are female.
- 55% of the respondents are single
- 60% of the respondents are under graduate.
- 41.3% of the respondents are students.
- 32% of the respondent's family are earning Rs.10,001 – Rs.20,000.
- 55% of the respondents are using postpaid sim.
- 38% of the respondents have chosen clear signal which is more useful for consumers.
- 73% of the respondents are using Airtel Network for 1-5 years.
- 82% of the respondents can activate the sim within an hour.
- 97% of the respondents are satisfied with the customer service provided by airtel.

RANK ANALYSIS

- Respondents are satisfied with the Customer services in Airtel network..

LIKERT SCALE

- Likert scale value is 4.5 which is greater than the mid value (3), so the respondent are satisfied with the airtel network.
- Likert scale value is 4.58 which is greater than the mid value (3), so the respondents are satisfied with the price provided by the Airtel Network .
- Likert scale value is 3.88 which is greater than the mid value (3), so the respondents are satisfied with the internet speed provided by the Airtel Network .
- Likert scale value is 3.36 which is greater than the mid value (3), so the respondents are satisfied with the service provided by the Airtel Network .
- Likert scale value is 2.72 which is lesser than the mid value (3), so the respondents are not



satisfied with the signal provided by the Airtel Network .

- Likert scale value is 2.11 which is lesser than the mid value (3), so the respondents are not satisfied with the schemes provided by the Airtel Network .

SUGGESTIONS

- Airtel mobile company has to improve the awareness of its schemes provided. Various promotional schemes should be introduced by Airtel mobile companies to increase mobile phone sales.
- Company should give more support to stock more mobile phones and develop the Airtel mobile business. Youngsters are those who prefer new models and change their mobile frequently in order to cope with the fashion.
- Most of the respondents considered the network coverage as the main factor. So the mobile service provider must take necessary steps to promote and maintain the network coverage and in mean time the other factors and additional features are also given more priority by the mobile service providers to retain and earn new customers.

CONCLUSION

From the study on this report it is seen that launch of Airtel cellular service in Coimbatore city the subscription by the people is satisfactory and steady increasing. Majority of subscribers have expressed better service provided by Airtel cellular service but the

service by the franchisee is average. The sales executives should be motivated to improve the service and get tough with the respondents. The rate of income respondents is lower than the rate of outgoing respondents. The company should take several steps to eliminate the default which results in loss of respondents. The company has wider scope in the market of cellular service by extending its value added services, according to the preference of the respondents. The market in Coimbatore is still in an expending phase. It has been also observed the Airtel can gain more number of customers by widening its area of coverage. From this study of them given the conclusion the price is low service is best so we likely to by Airtel connection.

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