

“A STUDY ON AIRTEL CUSTOMERS SATISFACTION IN NAMAKKAL”

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ABSTRACT

The product mix of a company, which is generally defined as the total composite of products offered by a particular organization, consists of both product lines and individual products. A product line is a group of products within the product mix that are closely related, either because they function similarly, are sold to the same customer groups, are marketed through the same types of outlets, or fall within given price ranges. Product mix consistency refers to the functional closeness of the company's products. Increasing product mix width or depth or decreasing consistency may not necessarily be a step toward improvement. Product mix decisions should be based on company resources and market needs. The Boston Consulting Group matrix is an aid in product mix decision-making. It organizes the product mix in a matrix based on the market share and market growth rate of products. A product with a high market share and high market growth rate is called a star product.

Keywords: Airtel, BSNL, Product Mix, Product

1. INTRODUCTION

Airtel India, commonly known as Airtel, is the second largest provider of mobile telephony and third largest provider of fixed telephony in India, 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 such as telecom equipment and telecom towers. Currently, Airtel provides 4G and 4G+ services all over India and 5G service in selected cities. Currently offered services include fixed-line broadband, and voice services depending upon the country of operation. Airtel had also rolled out its VoLTE technology across all Indian telecom circles.

Airtel is the first Indian telecom service provider to achieve Cisco Gold Certification. It also acts as a carrier for national and international long distance communication services. The company has a submarine cable landing station at Chennai, with a connection to Singapore. Airtel was named India's second most valuable brand in the first ever Brandz ranking by Millward Brown and WPP plc in 2014 on 18 May 2010, the 3G spectrum auction was completed and Airtel paid the Government of India ₹123 billion (US\$1.5 billion) for spectrum in 13 telecom circles of India: Delhi, Mumbai, Andhra Pradesh, Karnataka, Tamil Nadu, Uttar Pradesh (West), Rajasthan, West Bengal, Himachal Pradesh, Bihar, Assam, North East, and Jammu & Kashmir.

Airtel also operates 3G services in Maharashtra & Goa, Kolkata, Gujarat and Punjab circles through an agreement with Vodafone Idea. This gives Airtel a 3G presence in all 22 out of 22 circles in India.

Airtel is fined by DoT

3.50 billion for not stopping offering 3G Services through Roaming Pacts outside its Licensed Zones in Seven Circles

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2. METHODOLOGY

Research methodology is a process of systematic gathering recording & analyzing data collected by various techniques to assess the response and accordingly prepare a report base on which impact of promotional activities and offers of airtel which is given to customer and retailers can be analysed.

2.1 Sample size

The sample size in the study is 80.

2.2 Statistical tools

- Simple percentage method
- Chi-square test

PERCENTAGE METHOD

Simple percentage analysis is one of the basic statistical tools which is widely used in analysis and interpretation of primary data. It deals with the number of respondents response to a particular questions in percentage arrived from the total population selected for the study.

$$\text{Percentage} = \frac{\text{No. of Respondent}}{\text{Total Respondents}} \times 100$$

DATA ANALYSIS AND INTERPRETATIONS

2) SHOWING THE OPINION ON CUSTOMER CARE SERVICES

TABLE NO - 3.2

SHOWING THE OPINION ON CUSTOMER CARE SERVICES

	Frequency	Percentage (%)
Satisfied	45	56
Not Satisfied	25	31
Never Used	10	16
Total	80	100

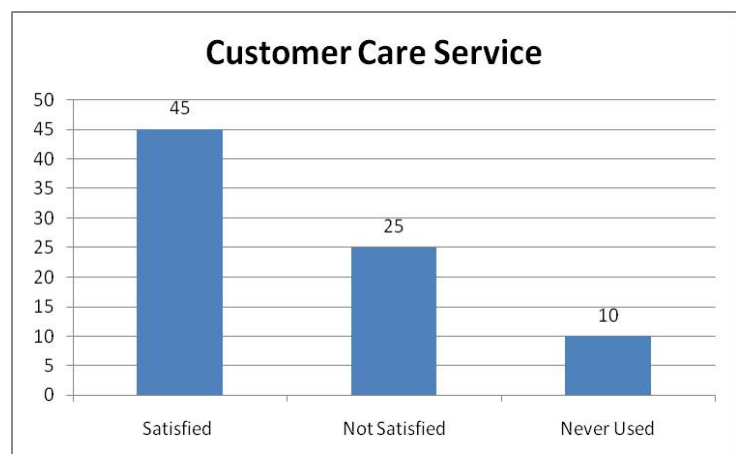
Source: Primary data

INTERPRETATION:

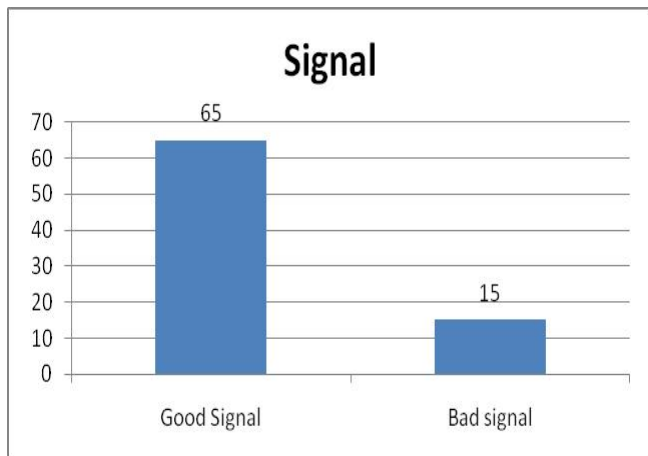
The above table shows that 56% of the customers are satisfied with the customer care services, where as 31% arenot satisfied the remaining 16% doesn't use customer care services.

CHART NO - 3.2

SHOWING THE OPINION ON CUSTOMER CARE SERVICES



3) SHOWING OCCUPATION OF DIFFERENT USERS



CHI-SQUARE TEST

A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables you are studying.

$$\text{Chi-square} = \frac{(O-E)^2}{E}$$

E

3.DATA ANALYSIS AND INTERPRETATION

1) DATA ANALYSIS AND INTERPRETATIONS

TABLE NO - 3.1

DATA ANALYSIS AND INTERPRETATIONS

	Frequency	Percentag(%)
Good Signal	65	81
Bad signal	15	19
Total	80	100

Sources: Primary data

INTERPRETATION:

The above table shows that 81% consumer's feel that signal of AIRTEL at their area isgood, remaining 19% of them feel that signal is not good.

CHART NO - 3.1

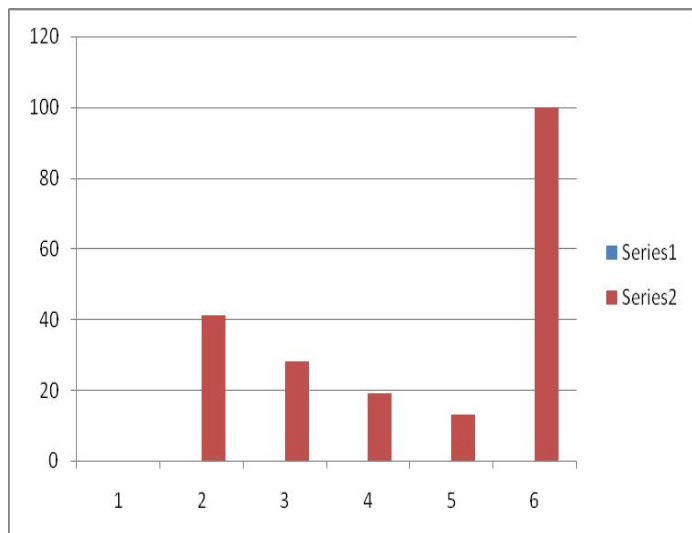
TABLE NO - 3.3
SHOWING OCCUPATION OF DIFFERENT USERS

Occupation	Users	Percentage
Student	33	41
Executive	22	28
Household	15	19
OTHER	10	13
total	80	100

Source: Primary data

INTERPRETATION:

Above graph shows that 41% of the students use the Airtel and least were used by others with 13%

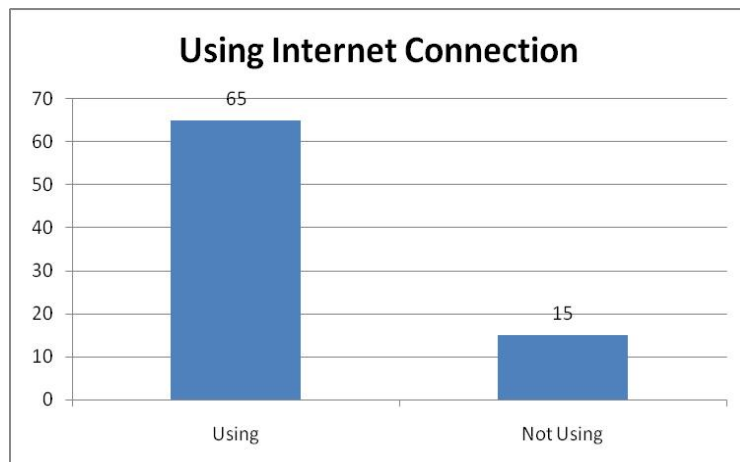
CHART NO - 3.3
SHOWING OCCUPATION OF DIFFERENT USERS

4) SHOWING WHETHER CUSTOMER USE INTERNET
TABLE NO - 3.4
SHOWING WHETHER CUSTOMER USE INTERNET

	Frequency	Percentage
Using	65	81
Not Using	15	18
Total	80	99

Source: Primary data

INTERPRETATION

The above table shows that 65% of the customers use internet remaining 18% Not using internet services

CHART NO - 3.4
SHOWING WHETHER CUSTOMER USE INTERNET

5) SHOWING WHICH FEATURE OF AIRTEL CONVINCED YOU TO USE AIRTEL
TABLE NO -3.5
SHOWING WHICH FEATURE OF AIRTEL CONVINCED YOU TO USE AIRTEL

Convincing	Users	percentage
Advertisement	26	32
Scheme	17	21
Connectivity	18	23
Goodwill	19	24
total	80	100

Source: Primary data

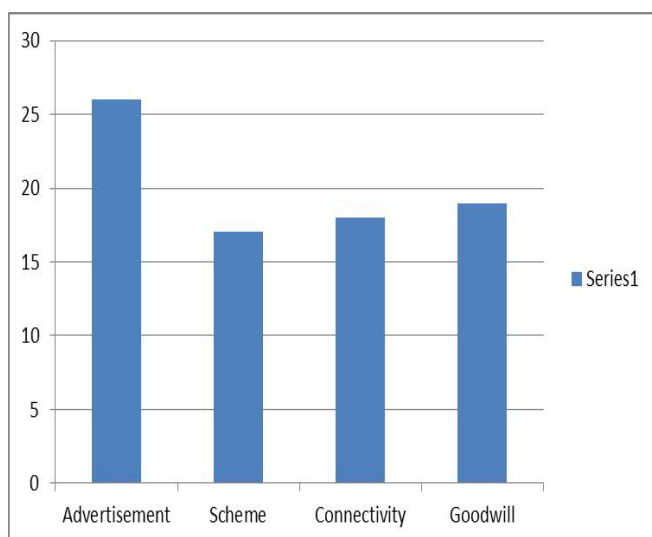
INTERPRETATION

The above table shows that the connectivity of the Airtel is its backbone and it is the main reason that the consumers are using it and the network is still in usage and goodwill of the company is at risk and falling at a huge rate.

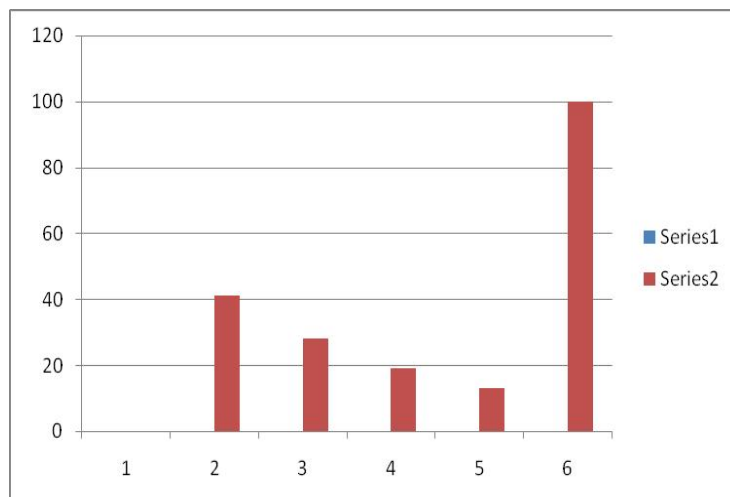
CHART NO - 3.6

CHART NO - 3.5

SHOWING WHICH FEATURE OF AIRTEL
CONVINCED YOU TO USE AIRTEL



SHOWING WHICH SERVICE DO YOU OF
AIRTEL



6) SHOWING WHICH SERVICE DO YOU OF
AIRTEL

TABLE NO - 3.6

SHOWING WHICH SERVICE DO YOU OF
AIRTEL

Usage	Users	percentage
DTH	33	41
Internet	22	28
Mobile Service	15	19
Others	10	13
total	80	100

Source: Primary data

INTERPRETATION

From above graph we conclude that 41% users DTH in airtel mobile where as least usedby others by 13%.

7) SHOWING WHAT TYPE OF AIRTEL SERVICE
YOU USE ?

TABLE NO - 3.7

SHOWING WHAT TYPE OF AIRTEL SERVICE YOU
USE ?

Card	Users	Percentage
Prepaid	45	56
Postpaid	35	44
total	80	100

Source: Primary data

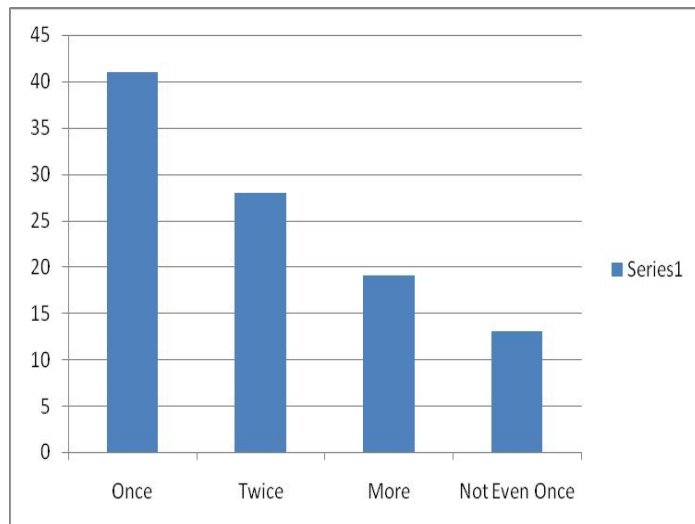
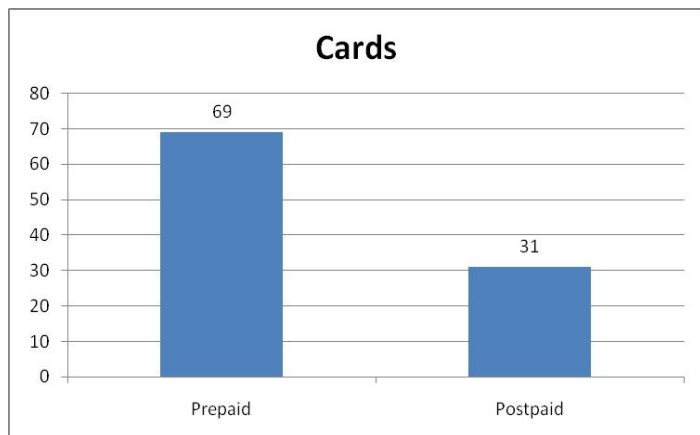
INTERPRETATION

The above table shows that earlier prepaid was the favorite of consumers with 55% but with the flow of time the time this preference has shifted towards the postpaid side having 44%and now they are in demand as earlier only network was used for call's only and now it provides number of facilities like internet etc.

SHOWING NUMBER OF TIMES CUSTOMERS TOG INTO INTERNET PER DAY

CHART NO - 3.7

SHOWING WHAT TYPE OF AIRTEL SERVICE YOUUSE ?



8)SHOWING NUMBER OF TIMES CUSTOMERS TOG INTO INTERNET PER DAY

9) RELATIONSHIP BETWEEN CUSTOMER CARE SERVICE ANDTYPES OF AIRTEL SERVICE

TABLE NO - 3.8

SHOWING NUMBER OF TIMES CUSTOMERS TOG INTO INTERNET PER DAY

TABLE NO - 3.9

	Freque ncy	Percent age (%)
Once	33	41
Twice	22	28
More	15	19
Not Even Once	10	13
Total	80	100

Source: Primary data

INTERPRETATION

. The above table shows that 32% of the customers are log into internet more than once perday, 22% twice per day, 15% once per day and the remaining 10% do not use internet services

CHART NO - 3.8

Customer care/ types of services	Satisfied	Not satisfi ed	Nev er use d	TOTAL
PREPAID	36	5	4	45
POSTPAID	13	12	10	35
TOTAL	49	17	14	80

NULL HYPOTHESIS (HO)

There is no significant in the brand mobileand technology is satisfied for customers.

ALTERNATIVE HYPOTHESIS (H1)

There is significant in the brand mobile and technology is satisfied for customers.

LEVEL OF SIGNIFICANCE

The level of significance is 5%

TABLE NO - 3.12

CHI SQUARE TEST

O	E	O-E	2(O-E) /E
10	10.8	0.8	0.05
4	7.5	-3.5	1.63
5	3.6	1.4	0.54
5	2.1	2.9	4.00
6	11.7	-5.7	2.77
15	8.12	6.88	5.82
3	3.9	-0.9	0.20
2	2.27	-0.27	0.03
20	13.5	6.25	2.89
6	9.37	-3.37	1.21
4	4.5	-0.5	0.05
0	0.26	-0.26	0.26
	67.60		18.45

Degree of freedom : $(r - 1) (c - 1)$

: $(2 - 1) (2 - 1)$

: 1

Level of significance : 5%

Table value : 3.841

Calculated value

: 18.45

RESULT

Since the calculated value is less than the table value. So, we accept the null hypothesis (H_0). There is no significance relationship between the gender and respondents way of preferring to get the airtel .

4.RESULTS AND DISCUSSION

4.1 FINDINGS

• This Chapter deals with the major findings of the study which are as follow

- Airtel is a very successful brand in India as it covers a wide network and is still one of the best still in network coverage and stands one of the best network in the world and has covers major of the population coverage.
- Business houses are the major users of Airtel as it is better than all other network's in broadband coverage and plans are better than any.
- Airtel focuses on its customer's satisfaction but it can provide some more relaxation to its users and provide some more incentives for its dealers so that they can be more loyal towards the company and market it better.
- Airtel provides value added packs for its heavy users as to retain them as postpaid connections are on the rise as compared to prepaid

4.2 SUGGESTIONS

- ❖ Following are the few suggestions to AIRTEL for improving the market share and image of the products concerned.
- ❖ Modification must be brought about in AIRTEL, in terms of quality. Its demand should be increased and provides its consumer with value added services as to retain them.
- ❖ In today's age the brand must focus on other areas to market it like Malls, theatre and crowd area to

get attention and market it and gather audience interest.

- ❖ Most of the respondents are satisfied with the services provided by Airtel to mobile user steps to be taken to make customers more satisfied but many are still not aware of phone plus facility and steps are to be taken to popularize it.
- ❖ Many of the respondents are not satisfied with the features provided to prepaid users as compared to Landline users.

4.3 CONCLUSION

Airtel is a very successful brand in India & providing customer satisfaction is to be there main motive, Provides Internet access on the move as people are more dependent on it in their daily lives like wide network and good 3G services.

Providing customer satisfaction is the most crucial step of the company as they are to be satisfied and provides Internet access on the move such as Wide network and good 3G services as they are important and technology advanced stuff required by almost everybody in today's environment,

Airtel is a home brand and a very successful brand in India and overseas and one of the most successful brands still to date. It possesses congestion free & wide network, unique value added & customer services to cover one of the widest areas.

From the details it can be concluded that 70% of Airtel users preferred to remain with Airtel. Also good number of users who were willing to switch from their respective subscribers showed interest in Airtel. Hence, these statistics imply a bright future for the company. Also the company is used mainly by executives who want wide coverage for their operations but the problem of customer satisfaction still persists with the company and cause of its lacking new customers.

Connectivity is the backbone of the company and it is still

the reason why consumers use it and the most users of the company fall in the youth category and are now using postpaid services as they are aware of the services provided as the youth is the main target of major of companies as the country mainly comprises of them.

5. REFERENCES

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