

A STUDY ON CUSTOMER SATISFACTION TOWARDS AIRTEL – TELECOMMUNICATION SERVICES

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Abstract

Customers are seen as being absolutely necessary for business since no company can survive for an extended period of time without them. In the contemporary world of business, many firms succeed because they work hard to keep their clients away from their rivals. With the fierce rivalry with other businesses, many businesses struggle to keep their consumers, which ultimately results in the demise of the business. In light of the foregoing, this research makes an effort to examine customer satisfaction in relation to Chennai's Airtel Telecommunications. The study's objective is to determine customer satisfaction levels through accurate analysis and interpretation.

Introduction

A customer is someone who makes purchases from a business. The phrase "customer satisfaction" is commonly used in marketing. Consumer satisfaction gauges how well products and services are performing given by a business satisfy the requirements of the client. Profitability of a company is positively impacted by customer happiness. A major measure of consumer loyalty and purchasing intentions is customer satisfaction.

Objectives

- To analyze the problems faced by Airtel customers.
- To identify monthly expenditure of customers using Airtel SIM.
- To analyze the purpose of using Airtel Services.
- To determine the quality of customer care services provided.
- To ascertain the usage of airtel services by customers.
- To identify the various factors that influence the quality of Airtel 4G network services.

Research Methodology

Research methodology refers to the exact steps or methods used to locate, choose, process, and evaluate data related to the study topic. A reasonable conclusion will be reached when the facts and information have been gathered and processed utilizing scientific methods and instruments. A combination of primary and secondary sources was used to get the data. Using Convenient Random sampling, a structured questionnaire was given to a sample of 100 Airtel Telecommunications subscribers.

Limitations of the Study

- Data collection was difficult
- Customers were hesitant to give feedback.
- Due to time strain the research couldn't be made detailed.
- The information provided by the respondents is spontaneous and they may not be consistent

Review of Literature

- **Oliver (1981)** as defined the summary psychological state resulting from the emotion surrounding discomfort expectation is coupled with the consumer's prior feelings about the consumption experience. Customer emotional response to the use of a product or service. Customer satisfaction is typically defined as a post consumption evaluative judgment concerning a specific product or service.
- **Hunt and Hung et.all (1977)** as defined in an evaluation rendered that the consumption was at least as good as it was supposed to be. To be satisfied is a kind of stepping away from an experience and evaluating it.
- **Philip Kotler** defines customer satisfaction as a person's feeling of pleasure or disappointment, which results from comparing a product's perceived performance or outcome against his/her expectations.
- **Howard and Sheth (1969)** defines customer satisfaction as an approach for analyzing the combined impact of the social, psychological and marketing factors on the buying behavior and the industrial buyers into a logical order of information processing.

Data Analysis and Interpretation

Table:1 Chi square between Age and Kind of Airtel Services

Age vs Airtel service	10 - 25 years	25 - 35 years	35 - 50 years	Above 50 years	Grand Total
Post Paid	19	-	1	-	20
Prepaid	59	6	11	4	80
Grand Total	78	6	12	4	100

Chi-Square value: 4.47, Degree of Freedom:5, Table value:7.815Result

There is no association between Age and Kind of Airtel services. So, Null Hypothesis is accepted at 5% level of significance. Hence, anyone of any Age group can utilize any Airtel service.

Table:2 ANOVA between Occupation and Internet services

	Business	Employee	Student	Others	GrandTotal
No usage of Internet services	-	-	2	12	14
Usage of Internet services	4	12	6	64	86
GrandTotal	4	12	8	76	100

ANOVA value:1.619, Table value:6.59

Result

There is no association between occupation and Internet services .So, Accept NullHypothesis. Hence, anyone from any profession may utilize Airtel's Internet services.

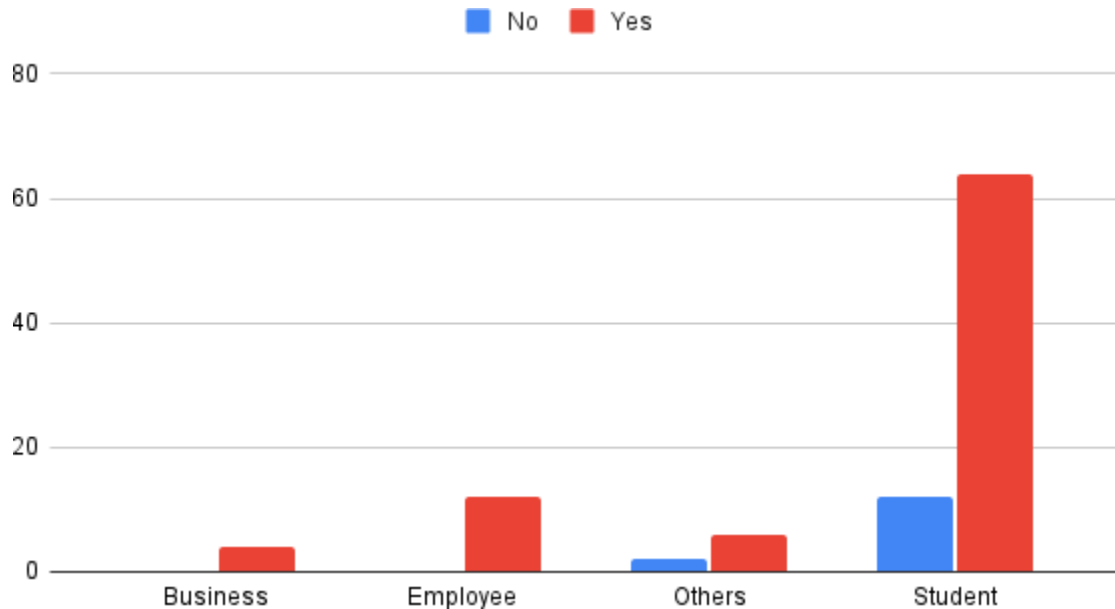


Table:3 F Test between Educational qualification and Features of Airtel Services

Educational Qualification	71	8	21	-
Features of Airtel services	51	17	16	16

Ftest :2.703, Table value:5.4624, Level of Significance: 5 %

Result:

There is no association between Educational Qualification and Features of Airtel services. So, Accept Null Hypothesis. Hence, a customer may pick Airtel services for any of Airtel's features regardless of their educational background.

Findings of the Study

- 69.9 % of respondents have been using Airtel services for more than 2 years.
- Good connectivity features of Airtel convinced 51.8 % of respondents to use it.
- 60 % of respondents responded that Airtel's customer care was able to solve their problem.
- 79.5 % of respondents use prepaid services of Airtel.
- 56.6 % of respondents spend Rs.200 - Rs.500 monthly on Airtel sim usage.
- 68.7 % of respondents are aware about the Value added services provided by Airtel.
- 42.1 % of respondents use the mobile services of Airtel.
- 62.7 % of respondents were not satisfied by the internet services provided by Airtel.
- 71.1 % of respondents felt that signal strength is good in their Area.

Suggestions

In order to satisfy clients, Airtel's internet offerings need to be enhanced. Effective customer care should be provided to customers. Better deals for clients are something that Airtel must deliver. It is essential that Airtel increase the security of its services. To satisfy all of Airtel's consumers, network services may be upgraded. It can inform clients of the value-added services offered.

Conclusion

It is evident from the analysis that telecommunication is crucial to the global dissemination of information. Despite the fact that there are several telecom companies offering these services. According to the study's findings, the majority of customers were satisfied with other services provided by Airtel. It was shown that the majority of users utilize Airtel's prepaid services. The majority of respondents weren't satisfied with Airtel's network services. It has been determined that resources need to be handled properly in order to give technical assistance by reducing coverage difficulties and delivering services to its clients.

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