

A Study on Customer Satisfaction Towards Airtel Network in Kumbakonam

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ABSTRACT - This paper have prepared to study on how consumer satisfied on using Airtel network. Now a days people suffered a lot in network problem. How Airtel network overcome with the difficulties and satisfied the consumer expectation is analysed through paper. I am going to collect the data by a questionnaire methods and my sample size is 50. By using percentage analysis.

Keywords: *Network, Consumer Satisfaction Coverage, Connectivity, Recharges, Consumer Expectation, Feedback.*

I. INTRODUCTION

Airtel India is the second largest provider after Vodafone idea Ltd mobile telephone and second largest provider of fixed telephone in India and is also a provider of broadband and subscription television service. It offers its telecom services under the Airtel brand and is handed by Sunil Bhart Mittal.

Bharti Airtel limited (commonly shorsened to Airtel and Stylish Airtel) is an Indian global telecommunications service company based in New Delhi. Indian it operates in 20 countries across south Asia and Africa. Airtel providers GSM, 3G, AG, LTE mobile service Fixed line broadband and voice service depending upon the country of operation. Airtel has also rolsea out its VOLTE TECHNOLOGY ACROSS ALL Indian telephone circles expect Jammu and Kashmir and Andoman and is litely to launch in these circle soon. It is the second largest mobile network operator in India and the largest mobile network character in the world with over 438.04 Million subscribers.

II. REVIEW LITERATURE

Philip kotler (2008): Observed that satisfaction is a persons feelings of or disappointment resulting from products perceived performance (outcome) in relation to his or her expectation. Consumer satisfaction is the level of a persons felt state resulting from comparing a products perceived performance (outcome) in relation to the persons expectations. This satisfaction level is a function of difference between perceives Peterson and Wilson(1992) explained customer satisfaction surveys also provide serveral worth while benefits., that provides a formal means of customer feedback to the firms which may be identify existing and potential problem. Satisfaction surveys also convey the message to customers that the firm cares about customers well beings and value concerning organisations operations.

S.Aravind Sinha (2010): “ A case study on Airtel broad band connection”, India leading provider of state-of-the art telecommunications services is the power behind Airtel broadband services India Bharti Airtel as the company is known directly manages three lines of business under its subgroup. Airtel is offering different broadband plan based on the customer requirement (i.e) unlimited plans on different broadband speeds and along with the internet connection they do offer a landline phone which can be used at call charges of 1rs pulse rate.

Mukesh (2011): In their study analyzed that majority of the respondents have give favourable opinion towards the Airtel brands but some problems exist that deserve the attention of the Airtel customer. They need to bridge gap between the product promised and product offered. The overall customers attitude towards Airtel brands is that they are satisfied with the existing brands but still they want more brands to be provided. Suresh 2012 in his study analyzed that is the youth which is the real growth s driver of the technology industry in India. Considering this fact the paper is

an attempt to givers as naps hot of how frequently young people use their for several embodied functions of the Airtel.

III. REVIEW OF METHODS

3.1 OBJECTIVE OF THE STUDY

To known the Airtel benefits among customers.
To identify the number of people using Airtel network.
To analyze the satisfaction level of using Airtel.
To optimize the tower coverage in Airtel network.
To determine the quality of Airtel network.

3.2 RESEARCH DESIGN

3.2.1 Sampling techniques

Simple random sampling techniques is used for this study.

3.2.2 Sampling size

Random sampling was used in this study.

Sample size is 50.

3.2.3 Methods of data collection

A questionnaire was collected with a sample size of 50 respondents. The average time taken to complete the questionnaire was ten minutes.

3.2.4 Tools for analysis

“Percentage analysis” in the tools used for this research.

3.2.5 Limitation of the study

Some of the limitations that have during the research.

- (i) Public are not interested to fill the questionnaire.

IV. DATA ANALYSIS AND INTERPRETATION

TABLE 4.1 SOURCES INFLUENCED THE RESPONDENTS TO BUY AIRTEL NETWORK

S. No	Particulars	No Of Respondent	Percentage
1	Family	9	18
2	Friend	15	30
3	Dealers	5	10
4	Self	13	26
5	Others	8	16
	Total	50	100

INTERPRETATION

From the above table it clearly shows that the 18% of respondents were influenced by their family, 30% of respondents by friend, 10% of respondents by dealers, 26% of respondents by self, and 16% of respondents by others.

FIGURE 4.1 SOURCES INFLUENCED THE RESPONDENTS TO BUY AIRTEL NETWORK

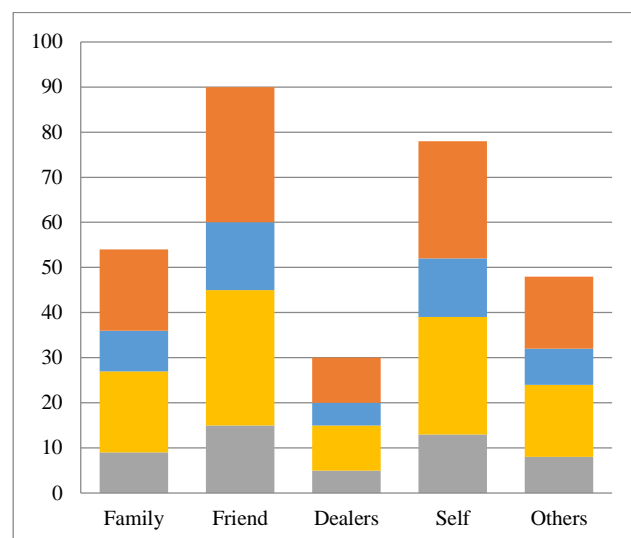


TABLE 4.2 OPINION ON SMS SENT FROM AIRTEL

S. No	Particulars	No. of Respondents	Percentage
1	Useful	22	44%
2	Not Useful	2	4%
3	Irritating	7	14%
4	Informative	10	20%
5	Can't Say	9	18%
	Total	50	100%

INTERPRETATION

From the above table it clearly shows that the 44% of respondents found the SMS service of Airtel useful, 4% of respondents found it not useful, 14% of respondents felt irritating, 20% of respondents found it informative, and 18% of respondents are choose can't say as their opinion on SMS sent from Airtel.

FIGURE 4.2 OPINION ON SMS SENT FROM AIRTEL

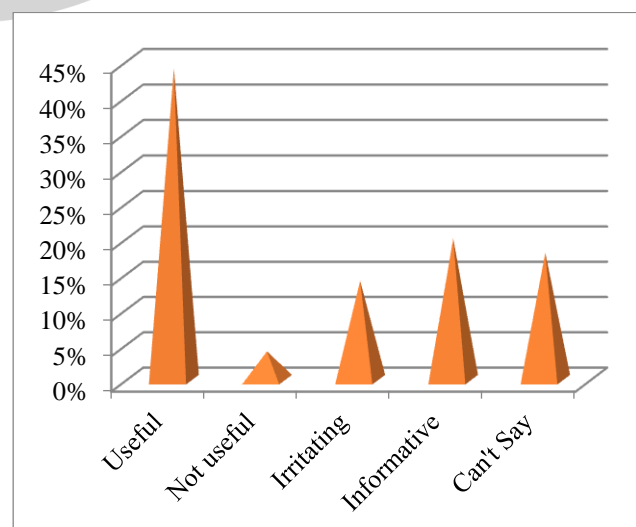


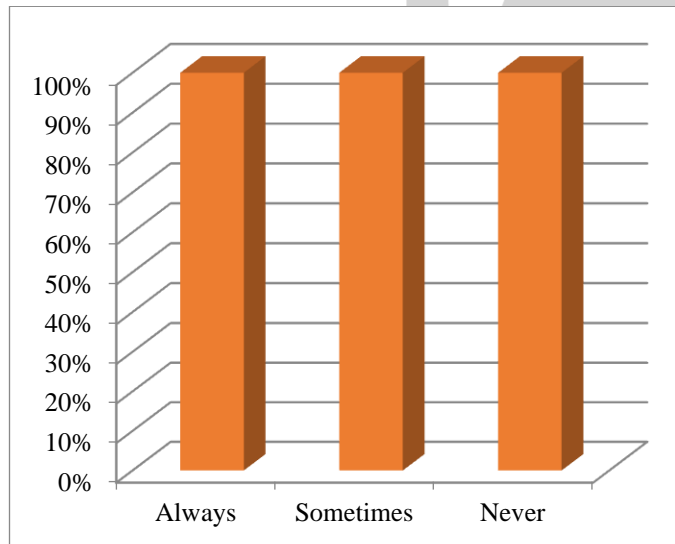
TABLE 4.3 PROBLEMS FACED RELATED TO THE SERVICE OF AIRTEL

S. No	Particulars	No. Of Respondents	Percentage
1	Always	4	8%
2	Sometimes	37	74%
3	Never	9	18%
	Total	50	100%

INTERPRETATION

From the above table it clearly shows that the 8% of respondents are always, faced problems 74% of respondents sometimes, 18% of respondents never had to ever faced problems related to the service of Airtel.

FIRGURE 4.3 PROBLEMS FACED RELATED TO THE SERVICE OF AIRTEL



V. CONCLUSION

Today, most of the people are using Airtel network. It is the fastest network in the India. There are more facilities available such as News, Flims, TV shows. It will be easy to intract with people. The network speed help us to surt fastly without any buffering and through that we can get huge amount of information easily.

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