

**A Study on Customer Satisfaction towards Airtel with Special Reference to Chennai City**

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**Abstract**

The paper entitled “a study on customer satisfaction towards Airtel in Chennai city is carried out with an objective to determine the customer satisfaction. The primary objective of this study is to find out the consumer preference and satisfaction towards laptops with special reference to Chennai. For distribution of questionnaire to the consumer convenience sampling method was used to select the customer and the survey was taken among those selected users. After collecting the data from the respondents it was analyzing using simple percentage method for analyzing the collected data.

**Keywords:** Customer satisfaction, Customer service, Mobile connection, Airtel, Chennai.

**I. Introduction**

The Indian telecom industry is the world's fastest growing telecom industry. It is also the second largest telecommunication network in the world in terms of number of wireless connections after China. Cellular services can be divided into two categories: Global System for Mobile Communications (GSM) and Code Division Multiple Access (CDMA). The GSM sector is dominated by Airtel, Vodafone, and Idea Cellular, while the CDMA sector is dominated by Reliance and Tata Indicom. Deregulation and new technology have created increased competition and widened the range of network services available throughout the world. To retain the customers, companies have to enhance the quality of services provide so that the customer adheres to the same company for much longer.

**II. Objectives of the Study**

1. To identify the satisfaction level of Customer Service provided by Airtel Prepaid Mobile user.
2. To analyze the satisfaction level of customers on the basis of Quality of Service provided by Airtel.
3. To analyze the factors which may affect the quality of services provided to the customers by Airtel.
4. To bring out Voice of the customers for Airtel in the form of their suggestions, so that Airtel can use them to improve its performance.

**III. Sampling Size**

Convenient sampling method was used to select the households for the purpose of this study. The size of the sample was restricted to 100 in this area.

**IV. Data Collection**

**Primary Data**

The primary data is collected with well-structured questionnaire.

**Secondary Data**

Secondary data is collected through various Books, Journals, Magazines and relevant Websites.

**V. Research Tools**

Percentage analysis, Diagram and pie charts are used in the analysis.

## **VI. Limitations of the Study**

The study is subject to the following limitations

1. For want of time, the study is restricted to Chennai city only.
2. The size of sample was constrained to 100 customers and hence this study cannot be generalized for total population.

## **VII. Importance of the Study**

In this competitive arena communication plays a vital role so the Telecom Industries are the major source for communication , Airtel being private sector obviously have to compete with various players like Aircel, Relaince, Tata Indicom etc., with their stringent rules & regulations guided by TRAI. Hence in order to understand about the customer requirements their likes and preference is sine-quo-non for Airtel.

## **VIII. AIRTEL**

Bharti Airtel Ltd is one of the world's leading providers of telecommunication services with presence in 19 countries including India & South Asia and Africa. The company is the largest wireless service provider in India, based on the number of customers. The company offers an integrated suite of telecom solutions to its enterprise customers, in addition to providing long distance connectivity both nationally and internationally. The Company also offers Digital TV and IPTV Services. All these services are rendered under a unified brand 'Airtel' either directly or through subsidiary companies.

**IX. Analysis and Interpretation**

**Table No: 1demographical Factors**

<b>Factors</b>	<b>Particulars</b>	<b>Number of Respondents</b>	<b>Percentage</b>
<b>Gender</b>	Male	<b>66</b>	<b>66</b>
	Female	<b>34</b>	<b>34</b>
<b>Age</b>	Less than 20	<b>09</b>	<b>09</b>
	20-30	<b>53</b>	<b>53</b>
	30-40	<b>15</b>	<b>15</b>
	40-50	<b>13</b>	<b>13</b>
	Above 50	<b>10</b>	<b>10</b>
<b>Education</b>	10th Std	<b>05</b>	<b>05</b>
	12th Std	<b>09</b>	<b>09</b>
	Under graduate	<b>22</b>	<b>22</b>
	Post-graduate& above	<b>47</b>	<b>47</b>
	Others(diploma)	<b>17</b>	<b>17</b>
<b>Status</b>	Employed	<b>39</b>	<b>39</b>
	Business	<b>17</b>	<b>17</b>
	Professional	<b>14</b>	<b>14</b>
	Student	<b>07</b>	<b>07</b>
	Unemployed	<b>23</b>	<b>23</b>
<b>Income</b>	Less than 200000	<b>49</b>	<b>49</b>
	200000-400000	<b>33</b>	<b>33</b>
	400000-600000	<b>12</b>	<b>12</b>
	Above 600000	<b>06</b>	<b>06</b>
<b>Purpose</b>	Academic	<b>09</b>	<b>09</b>
	Business	<b>14</b>	<b>14</b>
	Learning	<b>21</b>	<b>21</b>
	Entertainment	<b>19</b>	<b>19</b>
	General	<b>37</b>	<b>37</b>
<b>Frequency of using</b>	Daily	<b>19</b>	<b>19</b>
	Weekly twice	<b>47</b>	<b>47</b>
	Week thrice	<b>21</b>	<b>21</b>
	Occasionally	<b>13</b>	<b>13</b>
<b>Time</b>	Less than 1 hours	<b>11</b>	<b>11</b>
	1-2 hours	<b>51</b>	<b>51</b>
	2-3 hours	<b>21</b>	<b>21</b>
	More than 3 hours	<b>17</b>	<b>17</b>

**Source: Primary data.**

Table No 1. shows the demographical factors of the respondents. Out of 100 respondents, 66 percent are Male respondents and 34 percent are female respondents. Internet users are more under the age group of 20-30. Regard to education qualification postgraduate respondents, are more i.e. 47 percent when compared to other category. As per the study, internet users are more under the category of Employed i.e. 39 percent. Out of total, 49 respondents fall under the annual income of less than 200000. The respondents use internet for general and learning purpose which share percent of 37 and 21 respectively. Nearly 47 respondents fall under the category of using internet twice in a week and time of usage is between 1-2hrs by majority of the respondents' i.e. 51percent.

**Level of Satisfaction of the Respondents**

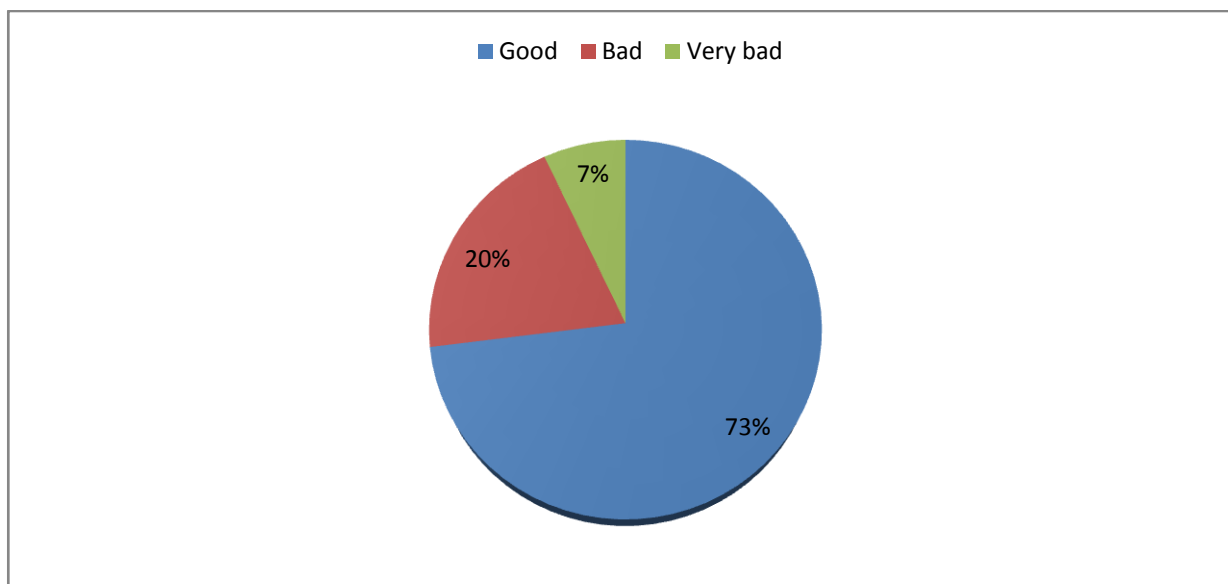
**Table 2**

<b>Services and network connectivity</b>	<b>Frequency</b>	<b>Percent</b>
Good	73	73
Bad	20	20
Very bad	07	07
Total	100	100

**SOURCE: Primary Data**

Table .2 explains 73 percent of the respondents are satisfied with good network coverage provided by Airtel, 20.0 percent of the respondents are not satisfied with good network coverage provided by Airtel and 7 percent of the respondents are never satisfied with good network coverage provided by Airtel.

**Chart.1 Level of Satisfaction of the Respondents**



**X. Findings**

1. It is found that majority of the customers are male
2. It is found that majority of the customers belong to 20-30 years of age group
3. It is found that most of the sample customers have graduate.
4. It is found that majority of the customers are Employed
5. 34 percent of the respondents are using Airtel services for a period of 1-2 years.
6. 44 percent of the respondents are spending Rs. 101-500 per month.
7. 73 percent of the respondents are satisfied with good network coverage provided by Airtel.

## **XI. Conclusion**

From the study the influence of Demographic variable in the level of satisfaction yielded by the user as well as the Behavioral pattern of the user is analyzed in this study. It is identified that the service provided by Airtel Prepaid mobile User is at satisfactory level to the respondent's .But most of the respondents are not satisfied with the features of the phone. Airtel Prepaid mobile User should focus on the promotional measures as equal to the private service providers to enhance their service activity to satisfy their customers.

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