



**A STUDY ON CUSTOMER SATISFACTION OF MOBILE PHONE SERVICES
PROVIDED BY AIRTEL IN TIRUCHIRAPALLI, TOWN**

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ABSTRACT

The telecom services have been recognized in world as an important tool for socio-economic development for a nation. It is one of the prime support services needed for the rapid growth and modernization of various sectors of the economy. Economy becomes handicapped in the absence of a sound telecom network system. The postal and telecom sectors had a slow and uneasy start in India. In 1850, the first experimental electric telegraph Line was started between Calcutta and Diamond Harbor. In 1851, it was opened for the British East India Company. The Posts and Telegraphs department occupied a small corner of the Public Works Department, at that time.

The quality of services provided are directly proportional to the customer satisfaction, and word of mouth as each customer generally compares the tangible services with their own expectations and if the tangible one falls below their expectations, the customer generally is disappointed and that affects his loyalty towards the company.

KEYWORDS: Customer satisfaction, Mobile network , Airtel services.

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.

STATEMENT OF THE PROBLEM:

A study has been conducted in order to understand the customers' opinion and Satisfaction level of mobile services in Tamil Nadu, research titled a study on customer satisfaction for Airtel for products and services its role in building brand equity for the company has been conducted.

SCOPE OF THE STUDY:

This research study is useful for Airtel to understand the expectations and requirements of customer and can serve them in a better way. The respondents form Trichy , have been taken for this study. The brand equity was measured in terms of brand attribute preferences, brand awareness, brand loyalty and preferences about the brand.

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.

OBJECTIVES OF THE STUDY:

- To analyze the satisfaction level of customers on the basis of Quality of Service provided by Airtel.
- To analyze the factors which may affect the quality of services provided to the customers by Airtel.
- To know whether the signal is good in their area.
- To recommend measures for improving the product.

RESEARCH METHODOLOGY

Descriptive Research

This study is descriptive in nature where the data is collected through well structured questionnaire and from the information taken from the customers.

Sampling Design/Techniques:

Sampling is the process of selecting a sufficient number of elements from the population, so that a study of the sample and an understanding of its properties or characteristics would make it possible for us to generalize such properties or characteristics to the population elements.

Statistical Tools Used

The main statistical tools used for the collection and analyses of data in this Projects are:

- Percentage Analysis
- Bar Diagram

LIMITATIONS

- ❖ The study is restricted only to AIRTEL, Trichirappalli respondents. The view of their other areas is not taken.
- ❖ Few respondents answer was collected.
- ❖ Respondents concentrated where the customers of AIRTEL only.
- ❖ Time duration in conducting the research is very low.

CONCEPTS AND REVIEW OF LITERATURE

“Satisfied customer is the best source of advertisement”

— G.S. Alag

Customer satisfaction “SATISFACTION is a person’s feelings to pleasure or disappointment resulting from comparing a product’s perceived performance (or outcome) in relation to his or her expectations”

As this definition makes it clear, satisfaction is a function of perceived performance and expectations. If the performance falls short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance

exceeds expectations, the customer is highly satisfied or delights.

Mukesh 2011 in their study analyzed that majority of the respondents have give favorable 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 customer's attitude towards airtel brands is that they are satisfied with the existing brands but still they want more brands to be provided.

Sumesh 2012 in his Study analyzed that it is the youth which is the real growth driver of the technology industry in India. Considering this fact the paper is an attempt to gives as naps hot of how frequently young people use their airtel for several embodied functions of the airtel.

ANALYSIS AND INTERPRETATION

SERVICES AND NETWORK CONNECTIVITY

Services and network connectivity	Frequency	Percent
Good	55	73.3
Bad	15	20.0
Very bad	5	6.7
Total	75	100.0

SOURCE: Primary Data

Table 4.12 explains 73.3 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 6.7 percent of the respondents are never satisfied with good network coverage provided by airtel.

FINDINGS:

This chapter deals with the major findings of the study which are as follows

- 34.7 percent of the respondents are using airtel services for a period of 1-3 years.
- 44.0 percent of the respondents are spending Rs. 101-500 per month.
- 73.3 percent of the respondents are satisfied with good network coverage provided by airtel.

CONCLUSION

It was a great opportunity for me to watch and analyze the market directly and cope up with the challenges. It is also at the same time not an easy job to do. However the information gathered from the survey is authentic. India has one of the world's largest telecommunication networks. There is a further lot of scope for the growth of telecom market because in the above 50 age group the demand is increasing day by day. Through this study we understood the various perceptions of different respondents towards Airtel. We also found out how much they were satisfied with the overall quality & service of the product. . Connectivity, coverage, call rate and network quality is the most important parameters nowadays. Without proper coverage and network quality the companies cannot survive in the market. They need to again fully organize the distribution system also. What is most needed is the advertising and promotion of the particular service. As we surveyed we found out that most of the people are not aware about the latest actions of the company. If the above suggestions are implemented, the brand named Airtel can find better prospect in the future.

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