



“A STUDY ON CONSUMER BEHAVIOR TOWARDS AIRTEL SERVICES”

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KEYWORDS :

INTRODUCTION:

Telecommunication infrastructure was established in India for the first time in 1855, with telegraphic data communication links principally for government and military use. It has since grown to include pure voice (analogue) across the main population centres and, in the recent past, to a fair extent in relatively thinly populated rural as well.

The Project work mainly focuses on study of “Consumer behavior towards Airtel mobile service at Mangalore City.” The Corporate exposure and learning was basically intended to have an exposure of the working environment of the organization and studying various opportunities for sales promotion.

Industry Profile:

Private operators have made mobile telephony the fastest growing (over 100% p.a.) in India. Now they are venturing into more traditional areas such as long distance and international fixed line calling. Three main private groups Bharti, Tata & Reliance are braving the hazards of competing with the private sector incumbents. This is boom time for the customers, who have been paying among the world's highest Tariffs so far. The study is conducted to find the customer satisfaction level of landline service and to find out when the person establishes the landline and what services does he expect from a telecom operator.

Company Profile:

Bharti Airtel is one of the leading private sector providers of the Telecommunication services. The company's mobile network equipment partners include Ericsson & Nokia. In the case of Telephone services the equipment suppliers include Siemens, Nortel, Corning among others. The company also has an information technology alliance with IBM for its group-wide information technology requirements and with Nortel for call centre technology requirements. The call centre operation for the mobile services has been outsourced to IBM Daksh, Hinduja TMT, Teletech & Mphasis.

Design of the Study:

Main Objective:

To study the consumer behavior towards Airtel Mobile services in Mangalore city.

Method of Data Collection:

The method of data collection begins after the research problem has been defined and researched design chalked out.

There are two types of Data

1. Primary Data
2. Secondary Data

Primary Data:

Primary Data is collected from existing customers of Airtel through Questionnaire.

Method of Primary data collection was extensively through direct contact with respondents.

There are several methods of collection of primary data –

1. Observational Method
2. Interview Method
3. Through Questionnaire

Secondary Data:

Secondary Data is collected from News Papers, Magazines & Websites.

Sampling Plan:

Sampling unit & area:

Sampling unit consists of 100 existing residential customers of Mangalore City.

Sampling Media:

The survey was carried out through well structured questionnaire with face-to-face discussion.

Sampling Method:

Convenience sampling method is the survey method. In this sample unit are chosen primarily on the basis of convenience to the investigator.

Limitations:

1. Only a sample of 100 customers was taken for the study, the sample selected doesn't represent the whole market.
2. The result of the study depends upon the information furnished by the respondents/customers.

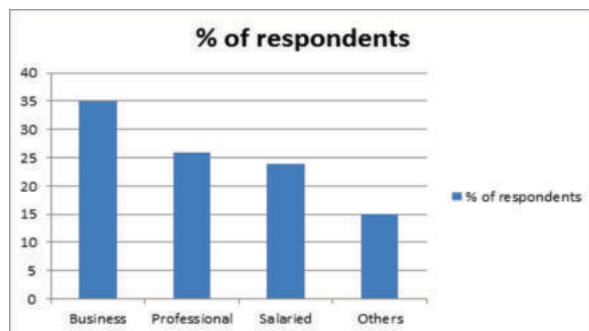
Data Analysis & Interpretation:

Profile of the Respondents Table : 1

Occupation	% of respondents
Business	35
Professional	26
Salaried	24
Others	15

Source: Field Survey

The above table shows that majority of Airtel Customers are Business Persons. Professionals and salaried persons also come under next class i.e. 26% & 24% respectively.

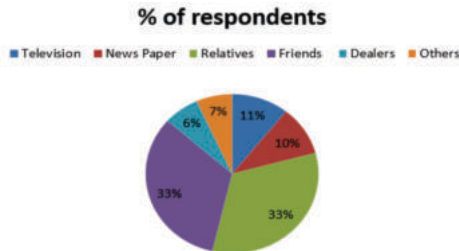


The above graph indicates that 35% of respondents are business persons having Airtel Connection. Followed by Professionals 26%, Salaried Persons 24% and others 15% having Airtel Connection.

Source of Awareness Table : 2

Sources	% of respondents
Television	16
News Paper	15
Relatives	49
Friends	49
Dealers	10
Others	10

Source: Field Survey



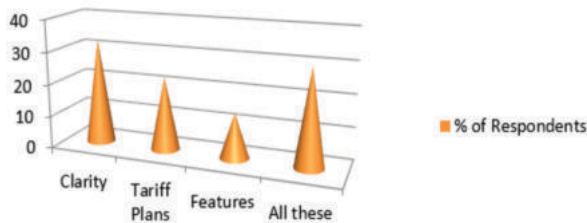
The above graph indicates that nearly 50% of the respondents came to know about Airtel through Friends & Relatives.

Reason for Buying Airtel Service Table: 3

Factors	% of Respondents
Clarity	33
Tariff Plans	23
Features	14
All these	30

Source: Field Survey

The above table shows that 33% of the respondents feel better clarity of the service, 23% of the respondents feel best regarding the Tariff Plans, 14% of the respondents feel best about the features and the rest 30% of the respondents like all the factors.

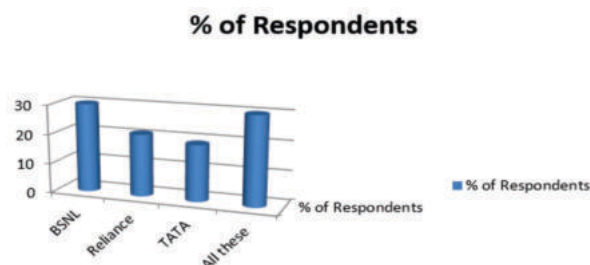


Awareness about other Service providers Table : 4

Service Provider	% of Respondents
BSNL	30
Reliance	21
TATA	19
All these	30

Source: Field Survey

Here the questions are asked to the respondents about the pre-purchase considerations. 30% of the customers were aware of BSNL, 21% of the customers were aware of Reliance and 19% of the customers were aware of TATA and remaining 30% of the customers were aware of all these service providers.



The above graph clearly interprets that though preferring other service provider before purchase respondents shifted to Airtel due to its advantage in favorable factors.

Consumer Perception towards advertisements of Airtel: Table :9

Particulars	% of Respondents
Draws Attention	25
Creates Desire	15
Creates Interest	19
Motivates Action	41

Source: Field Survey

Brand Switch over Table 10

Answer	% of Respondents
Yes	11
No	89

Source: Field Survey

The above graph shows that 89% of the respondents preferred not to switch over to any other telephone service provider even though they offer better services in the regular bill, since it results in losing preferred factors of Airtel and also losing contacts due to change of number.

Summary of Findings:

- The majority of the Airtel customers are business persons and followed by Professionals & Salaried persons
- The majority of the customers have gone for Airtel because of its clarity in the voice, features & tariff plans.
- Customers rated clarity, tariff plans, customer care, service & billing. They feel that these attributes are to be considered seriously in improving the quality of the Airtel Service.
- Most of the customers will not switch over to any other service provider even they offer better savings plans in the regular bill.

Suggestions:

- It is suggested that Airtel has to make efforts to improve the tariff plans and service like bill payment counters to be increased so that it will be convenient for the customers to pay the bill. Besides the company should make continuous effort in research and development in order to improve the service so as to attract more & more customers.
- Company can further intensify its advertising efforts with a view to widen its present market share and expanding its network. Airtel should maintain continuity of advertisements especially in newspaper, television advertisement.
- The dealer should keep the customers in constant touch and build a good rapport with the customers.

CONCLUSION:

To conclude this study, it can be said that Airtel has a good reputation in the market as well as good demand for its products. But there are some of the factors, which are to be considered; they are Connectivity, Customer Care Response, Improved Tariff Plans. From this survey it is found that most of the customers are satisfied with the service provider.

Questionnaire

1. Name:
2. Address:
3. Age:
4. Education:
5. Occupation:
6. Annual Income:
7. How did you come to know about Airtel?
a. Television b. News Paper c. Dealers d. Friends e. Relatives

8. Which factors made you to choose Airtel.
 a. Clarity in voice b. Features c. Tariff Plans d. All these
9. Since how long you are possessing Airtel connection
10. Rate the following parameters of existing landline service
 (1-Excellent, 2-Good, 3-Satisfactory, 4-Dissatisfactory)
- a. Clarity of voice ()
 b. Company service ()
 c. Customer Care Department ()
 d. Billing ()
11. Your Landline usage rate (Rs)
 a. Less than 300
 b. 300 to 600
 c. 600 to 1000
 d. Above 1000
12. Did you consider any other service provider before going for Airtel?
 a. Yes () b. No ()
 If yes, please specify-----

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