



“A Study on Subscribers Attitude and satisfaction towards AIRTEL and VODAFONE”

KEYWORDS

Customer Satisfaction, Telecommunication, Marketers and Customers.

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ABSTRACT

Mobile networks are one of the fastest growing areas in both developed and developing countries. A demand for mobile phone services is growing continuously everywhere globally. In India there are main competitors in service provider's. They are Airtel and Vodafone. The Objectives of this study is to evaluate the subscriber's attitude toward the attributes of Airtel and Vodafone, to determine the factors that influence customers to choose a particular mobile operator and to measure the customer satisfaction level towards the attributes of Airtel and Vodafone. The research design was Descriptive research and exploratory in nature. The data was collected through a self-structured questionnaire by 100 customers using convenience sample method. The Statistical Tool used were P-Chart, T-Test and ANOVA were used analyze the data by using SPSS. The study concluded that the customer were satisfied with price mix with respect to Vodafone, and promotion mix with respect to Airtel service provider.

INTRODUCTION

We live in an era where telecommunication services hold a central role in every sphere of our life (Came, 1984). Marketers argue with compact confident that these emerging technologies have the ability to develop our lives and improve it in many ways (Risto, 2002). The telecommunications industry at present is a much more competitive market and customers have a diversity of services, product, and sellers to choose from. Through this study, the researchers focus on measuring consumer's attitude towards two operators of Mysore i.e. Airtel and Vodafone.

OBJECTIVES

- To evaluate the subscribers attitude toward the attributes of Airtel and Vodafone
- To determine the factors that influence customers to choose a particular mobile operator
- To measure the customer satisfaction level towards the attributes of Airtel and Vodafone.

Review of Literature

A basic definitional inconsistency is evident by the debt of whether satisfaction is a processor an outcome (Yi 1990). More precisely, consumer satisfaction definitions have either emphasized an evaluation process. (e.g., Fornell 1992; Hunt 1977; Oliver 1981) or a response to an evaluation process (eg., Halstead, Hartman, and Schmidt 1994; Howard and Sheth 1969 ; Oliver 1997, 1981; Tse and Wilton 1988; Westbrook and Reilly 1983). From a general definition perspective, process definitions are problematic in that there is little consistency in the satisfaction process. From an operational perspective, process definitions are plagued by antecedent constructs included in the conceptual definition; thus there is an overlap between the domains of the determinative process constructs and the consumer satisfaction construct.

It is evident that the concept of consumer satisfaction applies in many marketing contexts: purchase (eg. Swan and Oliver 1985), consumption (e.g., Cadotte, Woodruff, and Jenkins 1987), and information considered (e.g., Spreng, MacKenzie, and Olshavsky 1996); and, even business consumption (Mowen and Minor 1998; Schiffman and Kanuk 2000; Solomon 1999). Thus consumer satisfaction must be explicitly.

RESEARCH METHODOLOGY

Research Design: Descriptive research and Exploratory in nature.

Primary Data: The data was collected through a self-structured questionnaire.

Secondary Data: The data was collected through books, journals and through internet.
Sampling Size-100
Sampling Method – Convenience Sample

Statistical Tool: P-Chart, T-Test and ANOVA were used analyze the data by using SPSS.

LIMITATIONS

- The study is carried out with reference to Airtel & Vodafone.
- The respondents were 100 customers.
- The study is limited to Mysore city.

DATA ANALYSIS AND INTERPRETATION HYPOTHESIS

To fulfill the objective of the study following statistical hypotheses were constructed and tested subsequently.

H1 – There was no significant difference in the satisfaction scores among the customers.

H2- There was no significant difference in the satisfaction score between Airtel and Vodafone customers.

To Test H1, T- test and one way ANOVA were used in accordance with demographic information.

To Test H2, T – Test was used.

FINDINGS: AIRTEL

1. Gender: There was no mean difference in the satisfaction scores, with respect to product price and promotion, among male and female customers.

2. Age: There exist significant mean differences in satisfaction score of Airtel product among 4 age group, there exist

significant mean difference in satisfaction score satisfaction score of Airtel promotion among 4 age group.

3. Occupation: There exist significant main difference in satisfaction score of Airtel product among 3 occupational groups, there exist significant main difference in satisfaction of Airtel price score among 3 occupational groups, and there exist significant main difference in satisfaction of Airtel promotion, among 3 occupational group.

4. Family Size: There exist significant main difference in satisfaction of Airtel product among 4 different family size group, there exist significant main difference in satisfaction of Airtel Price among 4 different family size groups and there exist significant main difference in satisfaction of Airtel Promotion among 4 different family size groups.

VODAFONE

1. Gender: There was no mean difference in the satisfaction scores, with respect to product price and promotion, among male and female customers.

2. Age: There exist significant mean difference in satisfaction score of Vodafone product among 4 age groups, there exist significant mean difference in satisfaction score of Vodafone price among 4 age groups, and there exist significant mean difference in satisfaction score of Vodafone promotion among 4 age groups.

3. Occupation: There exist significant main difference in satisfaction of Vodafone product among 3 occupational groups, there exist significant main difference in satisfaction of Vodafone price among 3 satisfaction of Vodafone promotion among 3 occupational groups.

4. Family size: There exist significant main difference in satisfaction of Vodafone product among 4 different family size group, there exist significant main difference in satisfaction of Vodafone price among 4 different family size group and there exist significant main difference in satisfaction of Vodafone promotion among 4 different family size group.

There was no significant mean difference in product score between Airtel and Vodafone.

There exists significant mean difference in price score between Airtel and Vodafone.

There exists significant mean difference in promotion score between Airtel and Vodafone.

CONCLUSION

The study concludes that marketing mix adapted by the mobile services providers Airtel and Vodafone is found to be different.

There was no significant difference in product mix that includes (good network coverage, connected with land phone, internet and GPRS connection, SMS and voice mail service, image of the company, mobile TV and radio facility, Customer care service, ringtone, logo and screen saver and downloaded facility between Airtel and Vodafone.

There exists significant difference in price mix that includes (low call rate, pulse facility, low price of SIM card, bill payment system) between Airtel and Vodafone with customers favoring Vodafone.

There was significant difference in promotion mix strategy that includes (Friends and Friends number, Free talk time and bonus

facility) between Airtel and Vodafone with customers favoring Airtel.

The study concluded that the customer were satisfied with price mix with respect to Vodafone, and promotion mix with respect to Airtel service provider.

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