



ORIGINAL RESEARCH PAPER

Commerce

A STUDY ON CUSTOMER SATISFACTION TOWARDS USAGE OF AIRTEL MOBILE SERVICE (with reference to Coimbatore city)

KEY WORDS: rectal cancer, abdominoperineal amputation, adenocarcinoma.

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ABSTRACT The project entitled "A study on customer satisfaction towards usage of 4G Airtel Mobile Service with special reference to Coimbatore district" is carried out with an objective to determine the customers' satisfaction. The primary objective of this study is to find out the customer satisfaction towards Bharti Airtel with special reference to Coimbatore. 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 and Rank analysis.

INTRODUCTION

Bharti Airtel Limited is an Indian global telecommunications services company based in New Delhi, India. It operates in 18 countries across South Asia, Africa, and the Channel Islands. Airtel provides GSM, 3G and 4G LTE mobile services, fixed line broadband and voice services depending upon the country of operation. It is the largest mobile network operator in India and the third largest in the world with 325 million subscribers. Airtel is credited with pioneering the business strategy of outsourcing all of its business operations except marketing, sales and finance and building the 'minutes factory' model of low cost and high volumes. The strategy has since been adopted by several operators. Airtel's equipment is provided and maintained by Ericsson and Nokia Solutions and Networks whereas IT support is provided by IBM.

STATEMENT OF THE PROBLEM

In this modern era, everyone is using mobile. Without mobile phone nobody can lead their life. Hence in this study it is focused on the usage level of Airtel mobile services and how it is useful to know about the preference of brand and also how to identify the satisfaction level of the customers by the usage of Airtel mobile services.

OBJECTIVES OF THE STUDY

- To know about the customers usage level of Airtel mobile services.
- To find out the customers association with Airtel brand.
- To identify the satisfaction level of the customers by the usage of Airtel mobile services.
- To study the problems faced by the Customers.

METHODOLOGY

Research methodology is a way to systematically solving a research problem. Research methodology deals with the research design used and methods used to present the study.

1. Area of the study

The area of the study refers to Coimbatore city only.

2. Sources of data

(i) Primary data

Primary data is collected from the public by issuing the questionnaire .Their answer was further looked into for adding some detail to the value to this research.

(ii)Secondary data

The type of research adopted is Descriptive in nature and the data collected for this study is the secondary data i.e. from Newspaper, Magazines, Journals, various books, articles and Internet.

3. SAMPLING METHOD

The sampling method chosen is simple convenience sampling which is a type of convenient sampling.

TOOLS USED FOR ANALYSIS

- Simple percentage method
- Friedman's Rank Analysis

LIMITATIONS OF THE STUDY

- This study covered only Coimbatore city and sample size is 100.
- This study is related to marketing conditions so it is temporary.

OVERVIEW OF AIRTEL INDIA

Airtel India is the largest provider of mobile telephony and second largest provider of fixed telephony in India, and is also a provider of broadband and subscription television services. It offers its telecom services under the "Airtel" brand, and is headed by Sunil Bharti Mittal. Airtel is a name that connects India with millions of people all over the world with millions of people in India. Today, this telecom giant is amongst the most trusted telecommunication brands in the world. The company's modest journey from a regional operator limited to the city of Delhi to second largest mobile operator in the Asia Pacific region is nothing short of inspiring.

In 1984 Sunil Mittal started assembling push-button phones in India, which he earlier used to import from a Taiwan company, Kingtel, replacing the old fashioned, bulky rotary phones that were in use in the country then. Bharti Telecom Limited (BTL) was incorporated and entered into a technical tie up with Siemens AG of Germany for manufacture of electronic push button phones. By the early 1990s, Bharti was making fax machines, cordless phones and other telecom gear. He named his first push-button phones as 'Mitbrau'.

In 1992, he successfully bid for one of the four mobile phone network licenses auctioned in India. One of the conditions for the Delhi cellular license was that the bidders have some experience as a telecom operator. So, Mittal clinched a deal with the French telecom group Vivendi. He was one of the first Indian entrepreneurs to identify the mobile telecom business as a major growth area. His plans were finally approved by the Government in 1994 and he launched services in Delhi in 1995, when Bharti Cellular Limited (BCL) was formed to offer cellular services under the brand name Airtel. Within a few years Bharti became the first telecom company to cross the 2 million mobile subscriber mark. Bharti also brought down the STD/ISD cellular rates in India under brand name 'Indiaone'.

In 1999, Bharti Enterprises acquired control of JT Holdings, and extended cellular operations to Karnataka and Andhra Pradesh. In 2000, Bharti acquired control of Skycell Communications, in Chennai. In 2001, the company acquired control of Spice Cell in Calcutta. Bharti Enterprises went public in 2002, and the company was listed on Bombay Stock Exchange and National Stock Exchange of India. In 2003, the cellular phone operations were re-branded under the single Airtel brand. In 2004, Bharti acquired control of Hexacom and entered Rajasthan. In 2005, Bharti

extended its network to Andaman and Nicobar. This expansion allowed it to offer voice services all across India.

Airtel launched "Hello Tunes", a caller ring back tone service (CRBT), in July 2004 becoming to the first operator in India to do so. The Airtel theme song, composed by A.R. Rahman, was the most popular tune in that year.

In May 2008, it emerged that Airtel was exploring the possibility of buying the MTN Group, a South Africa-based telecommunications company with coverage in 21 countries in Africa and the Middle East. The Financial Times reported that Bharti was considering offering US\$45 billion for a 100% stake in MTN, which would be the largest overseas acquisition ever by an Indian firm. However, both sides emphasize the tentative nature of the talks, while The Economist magazine noted, "If anything, Bharti would be marrying up," as MTN has more subscribers, higher revenues and broader geographic coverage.[18] However, the talks fell apart as MTN Group tried to reverse the negotiations by making Bharti almost a subsidiary of the new company. In May 2009, Bharti Airtel again confirmed that it was in talks with MTN and the companies agreed to discuss the potential transaction exclusively by 31 July 2009. Talks eventually ended without agreement, some sources stating that this was due to opposition from the South African government.

In 2009, Bharti negotiated for its strategic partner Alcatel-Lucent to manage the network infrastructure for the fixed line business. Later, Bharti Airtel awarded the three-year contract to Alcatel-Lucent for setting up an Internet Protocol access network across the country. This would help consumer's access internet at faster speed and high quality internet browsing on mobile handsets.

In 2009, Airtel launched its first international mobile network in Sri Lanka. In June 2010, Bharti acquired the African business of Zain Telecom for \$10.7 billion making it the largest ever acquisition by an Indian telecom firm. In 2012, Bharti tied up with Wal-Mart, the US retail giant, to start a number of retail stores across India. In 2014, Bharti planned to acquire Loop Mobile for 7 billion (US\$110 million), but the deal was called off later.

Bharti Airtel Limited ("Airtel"), the world's third largest mobile operator with operations in 20 countries across Asia and Africa, said that its Treasury division has been adjudged as a highly commended winner of the Top Treasury Team (Asia) Awards at the Adam Smith Asia Awards 2015.

Corporate structure

Airtel has two distinct Customer Business Units (CBU) with focus on B2C (Business to Customer) and B2B (Business to Business) segments. Airtel's B2C business unit deals with servicing the retail consumers, homes and small offices providing mobile, fixed line, DTH and m-commerce services while the B2B unit deals with large corporate accounts.

Telemedia

Airtel provides broadband internet access through DSL; internet leased lines as well as MPLS (multiprotocol label switching) solutions, as well as IPTV and fixed line telephone services. Until 18 September 2004, Bharti provided fixed line telephony and broadband services under the Touchtel brand. Bharti now provides all telecom services including fixed line services under a common brand Airtel. As of September 2012, Airtel provides Telemedia services to 3.3 million customers in 87 cities. As on 30 November 2012, Airtel had 1.39 million broadband subscribers. Airtel Broadband provides broadband and IPTV services. Airtel provides both capped as well as unlimited download plans. However, Airtel's unlimited plans are subject to free usage policy (FUP), which reduces speed after the customer crosses a certain data usage limit. In most of the plans, Airtel provides only 512kbit/s beyond FUP, which is lower than the TRAI specified limit of half the subscriber's original speed. The maximum speed available for home users is 16Mbit/s.

Digital television

The Digital television business provides Direct-to-Home (DTH) TV services across India under the brand name Airtel digital TV. It started services on 9 October 2008 and had about 7.9 million customers at the end of December 2012.

Mobile data service

The different services under mobile data are BlackBerry services, a web-enabled mobile email solution working on 'Push Technology', USB modem that helps in getting instant access to Internet and corporate applications, Airtel Data Card that gives the liberty to access the internet anytime, Easy Mail is a platform that provides access to personal/corporate e-mails independent of handset operating system and application services that shorten the queues at the billing section, off-load the pressure on the billing staff and bring convenience to the user.

Enterprise business solutions

There are two kinds of solutions offered by Airtel. One is GPRS Based Solutions like mobile applications tools for enterprise, Track Mate, automatic meter reading solutions etc. and the other is SMS Based Solutions like interactive SMS, bulk SMS, inbound call centre solutions. The 'India with Airtel' package is said to be a one-stop-shop for availing all telecom and connectivity solutions including mobile and fixed telephony, global and domestic data capacity and connectivity solutions, VSAT, Virtual Private Network, data centre and cloud solutions, Value Added Services and payment and billing integration, machine-to-machine, and managed services.

FINDINGS OF THE STUDY

I. SIMPLE PERCENTAGE ANALYSIS

- Majority of the respondents (68%) are Male
- Majority (71%) of the respondents belong to 18-25 Age groups
- Majority (63%) of the respondents are Graduates
- Majority (40%) of the respondents are Private employed.
- Majority (48%) of the respondents are four members
- Majority (59%) of the respondents are 2-4 number of earning members
- Majority (75%) of the respondents are using service and products offered by Airtel
- Majority (80%) of the respondents are satisfied with the Queries of Airtel
- Majority (76%) of the respondents are resolved by the Retailers support desk
- Majority (89%) of the respondents is satisfied with the Problems effectively and solve them in proper time
- Majority (45%) of the respondents received their SIM card within a day.
- Majority (80%) of the respondents are satisfied on Airtel mobile services.

II.RANK ANALYSIS

- The Rank analysis states that Dealer relationship stands no 1, Credit policy by 2 following Service quality by 3, Promotional schemes by 4, Demand rates by 5 and at last Margin by 6.
- The Rank analysis states that Credit policy stands no 1, Promotional materials not supplied on time by 2, Schemes are not conveyed on time for 3 and also Supply of products is not proper by 4.

SUGGESTIONS

- Various promotional schemes should be introduced by Airtel mobile companies to increase mobile phone sales. Company should give more support to stock more mobile phones and develop the Airtel mobile business.
- Youngsters are those who prefer new models and change their mobile frequently in order to cope with the fashion. Therefore new models should frequently be introduced to meet the requirements of the youngsters.
- Since ladies are beauty conscious, mobile phones of aesthetic appeal should be introduced by manufacturers. Such type of phones should be handy, precise, cheap and beautiful.
- Prepaid cards are highly preferred by the customers. When the customers use prepaid cards they will limit their talk. When they are induced to use postpaid cards, limitless talk could be

possible without fear of empty balance. Hence, the companies and dealers should concentrate more on postpaid business and create awareness about the usage of postpaid service and expand the postpaid business to the level of prepaid business.

- Like Easy charge facility, some other similar facilities should be introduced by the Airtel mobile companies to encourage the existing customers.

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.

1. Name :

2. Age :

a) 18-25 yrsb) 26-35 yrs c) 36-45 yrsd) Above 45 yrs

3. Gender : a) Maleb) female

4. Occupation :

a) Private employee b) government employee c) Business man d) professional e) Agriculturalist f) student g) others

5. Monthly Income:

a) Below 10000b) 10001-25000c) 25001-40000d) Above 40000

6. Educational Qualification:

a) School level b) graduate c) post graduated d) professional e) others

7. How many members in the family?

a) 2-4b) 5-7c) 8-10d) Above

8. How many members are earning in the members?

a. One b. two c. three d. four e. more than 5

9. Are you dealing in services / products offered by Airtel?

a. Yes b. No

10. Reason for association with Airtel? Rank them (1-6)

S.No	Particulars	Rank
1	Margin	6
2	Promotional Schemes	4
3	Demand	5
4	Dealer relationship	1
5	Credit Policy	2
6	Service Quality	3

11. Reason why you are not dealing in services and products offered by Airtel? Rank them.(1-4)

S.No	Particulars	Rank
1	Credit Policy	
2	Promotional Material Not Supplied on Time	
3	Schemes are not conveyed on time	
4	Supply of product is not proper	

12. Does the company give proper response to your queries?

a. Yes b. No

13. Does the problems was resolved by the retailers support desk?

a. Yes b. No

14. Does the customer support desk identifies the customer's problems effectively and solve them in proper time?

a. Yes b. No

15. How much time does it take for delivery of Airtel SIM Cards / Vouchers after ordering?

a. Within a dayb. 1 to 2 Days c. 2 to 7 Days d. More than 7 Days

16. By using Airtel mobile service are you satisfied?

a. Yes
b. No

17. Among the following criteria what is your opinion about Airtel

S.No	Particulars	H.S	S	AVG	D.S	H.D.S
1	Customer schemesz					
2	Retailers support					
3	Margin					
4	Mechanism					
5	Credit facilities					
6	Discount					
7	Brand					
8	Payment norms					
9	Overall satisfaction					

18. Have you ever faced problems related to the Services of Airtel?

a. Yes b. No

19. If yes, state the reasons

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