

A STUDY ON CUSTOMER SATISFACTION ON AIRTEL IN SALEM

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ABSTRACT

The customer satisfaction is the main goal of every business organization. In this competitive business scenario, each and every activity starts and ends with the customer. In the present scenario, the telecommunication is lifeblood for every business activity. Even in this industry there prevails a stiff competition between the service providers. The objectives of the study are to study the customer satisfaction level towards Airtel services; the influence of demographic variables of the respondents; the operational performance. The major purpose of descriptive research is description of state of affairs, as it exists at present. The size of the sample is 80. This study explores customer satisfaction with Airtel services, examining factors influencing perceptions and loyalty. Through surveys and data analysis, it investigates service quality, network reliability, customer support, and pricing as key determinants. Findings aim to provide insights for Airtel to enhance customer experience and retain loyalty in a competitive telecommunications market. Airtel should focus on the promotional measures as equal to the private service providers to enhance their service activity to satisfy their customers.

1. INTRODUCTION

1.1 Marketing:

Marketing is indeed an ancient art it has been practiced in one way or the other since the days of Adam and eve. Its emergence as a management discipline, however, is of relatively recent origin. And with in this relatively short period, it has gained a great deal of importance and stature, in fact today most management thinkers and practitioner's the world over, regarding marketing as the most important of all management function in any business.

1.2 Definition of Marketing:

“Marketing is a social and managerial process by which individuals and group obtain what they need and want through creating, offering and exchanging products of value with others”.

1.3 The Marketing Concepts:

The marketing concept was born out of the awareness that marketing starts with the determination of customer wants and ends with the satisfaction of those wants the concept puts the consumer both at the end of the business cycle. It stipulates that any business should be organized around the marketing function, anticipating, stimulating and meeting customer's requirements. The customer, not be corporation has to be the center of the business universe. A business cannot succeed by sampling products and services that are not properly designed to serve the needs of the customers. It proclaims, “the entire business has to be seen from the point of view of the customer”.

1.4 Marketing Research:

Marketing research is a dynamic subject it has a wide coverage including marketing studies relating to market product policies mean and methods etc. Marketing research begins even when production is in the planning stage. It is also continuous through out the lifetime of an enterprise. It is thus a continuous operating although here may be some adhoc projects taken up for solving specific problems of enterprise.

Marketing research is the collection and interpretation facts that marketing to get production Mix efficiently in to the hands of customers. Marketing research encompasses all information pertinent to this task. It is the systematic objective and exhaustive search from and study of facts relevant to any problem in the field of marketing.

1.5 Definition of Marketing Research:

Marketing research is the systematic problem analysis, model building and fact for the purpose of improved, model building and fact for the purpose of improved decision making and control in the marketing of goods and services”.

2. OBJECTIVES

The main purpose and objective for this study is :

- ❖ To know the signal in their area
- ❖ To find out if they are satisfied and aware of the services and offers provided
- ❖ To recommend measures for improving the product

3. NEED FOR THE STUDY

Need of Study increasing competition ever growing market easy availability of the finances and increasing population of young executives with huge disposable incomes over the past few years has substantially increased the sales in the communication also the competition among the dealers of the product as increased with each trying to maximize their customer base . the study tries understand the key service parameters and reflect upon the dysfunctional areas thus providing the dealer with an insight into the level of consumer satisfaction and changing trends of the consumer expectation.

4. SCOPE OF THE STUDY

- ❖ By this study we came to know how the organization retaining and sustaining its customer.
- ❖ The main purpose of this project is to study consumers buying, behavior and develop strategies which help Airtel in increasing their market share.
- ❖ This study is mainly focused on various factors that affect consumers buying decision. Such as social, psychological and personal.
- ❖ This study helps to understand the satisfactory level of consumers towards the brand. And also understanding the consumer attitudes and their buying motives by means of company brand image.

5. METHODOLOGY

5.1 Methods of Data Collection:

The Data has collected in two ways:

5.1.1 Primary Data:

Primary data are those, which are collected for the first time, and they are original in character. A suitable combination of Questionnaire techniques, & discussion with the respondents was used to collect the required Primary data. Primary data gives higher accuracy and facts, which is very helpful for any research and its findings.

5.1.2 Secondary data: -

Secondary data are those, which are already collected by someone for some purpose and are available for the present study. Secondary data was collected from the magazines, websites and other such sources.

5.1.3 Sample Size: 80

6. ANALYSIS & INTERPRETATION

6.1 Table showing age of the Airtel users

Table 6.1- Chart Showing the age of the Airtel users

AGE	USER	PERCENTAGE (%)
15-21 AGE	48	60
21-28 AGE	20	25
28-35 AGE	12	15
Total	80	100

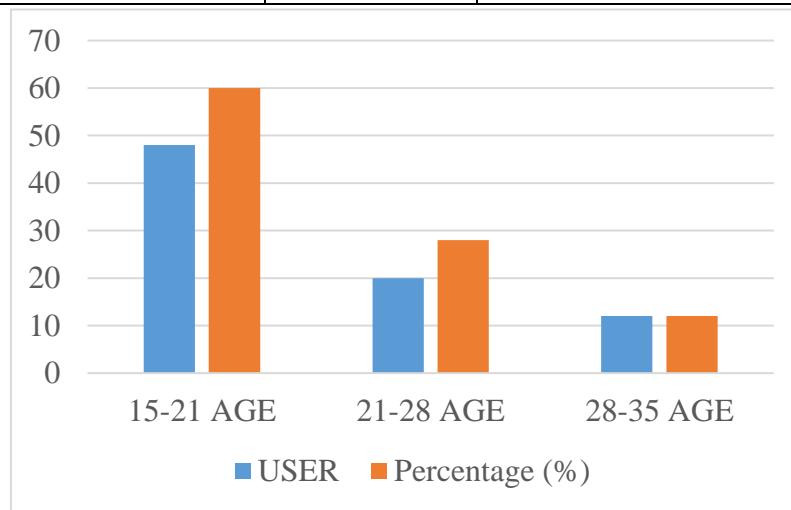


Chart 6.1

Interpretation:

From above graph we conclude that 60% users 15-21 age group people in airtel mobile and 21-28 age people 28% where as 28-35 age group used by 12%.

6.2 Table showing occupation of different users

Table 6.2- Chart Showing the occupation of different users

OCCUPATION	USERS	PERCENTAGE (%)
Student	33	41
Executive	22	28
Household	15	19
OTHER	10	13
Total	80	100

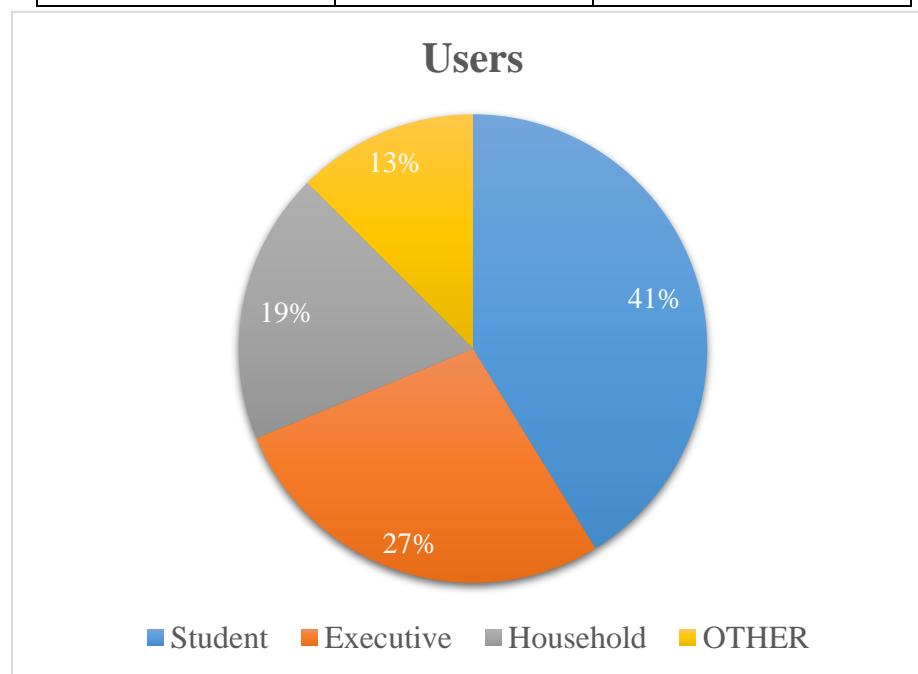


Chart 6.2

Interpretation:

Above graph shows that 41% of the students use the Airtel and least were used by others with 13%.

7. FINDINGS

This Chapter deals with the major findings of the study which are as follow

- ❖ Airtel is a very successful brand in India as it covers a wide network and is still one of the best still in network coverage and stands one of the best network in the world and has covers major of the population coverage.
- ❖ Business houses are the major users of Airtel as it is better than all other network's in broadband coverage and plans are better than any.
- ❖ Airtel focuses on its customer's satisfaction but it can provide some more relaxation to its users and provide some more incentives for its dealers so that they can be more loyal towards the company and market it better.
- ❖ Airtel provides value added packs for its heavy users as to retain them as postpaid connections are on the rise as compared to prepaid.
- ❖ Most of the respondents are 60% of users 15-21 age group people in airtel network .
- ❖ Most of the respondents 61% of the customers monthly recharge plan 300-400 rs .
- ❖ Majority of the respondents 41% of the students use the Airtel Network.
- ❖ Most of the respondents 56% of the customers are satisfied with the customer care services.
- ❖ Most of the respondents 65% of the customers use internet and complete the data pack daily.
- ❖ Majority of the respondents 81% consumer's feel that signal of AIRTEL at their area is good.
- ❖ Majority of the respondents 41% users DTH in airtel Network.

8. SUGGESTION

- ❖ Following are the few suggestions to AIRTEL for improving the market share and image of the products concerned.
- ❖ Most of the consumers are unhappy, as their problems are not being solved immediately.
- ❖ Modification must be brought about in AIRTEL, in terms of quality. Its demand should be increased and provides its consumer with value added services as to retain them.
- ❖ Most of the customer Are well satisfied with the good network of Airtel but are not satisfied with the customer service provided in the Airtel service.
- ❖ Most of the respondents about rural areas then no one is leader. It totally depends on area. In some villages airtel has good connectivity and in some airtel has 0-1 signal strength .
- ❖ Many of the respondents are not satisfied with the features provided to prepaid users as compared to Landline users in company.

9. CONCLUSION

From the details it can be concluded that 70% of Airtel users preferred to remain with Airtel. Also good number of users who were willing to switch from their respective subscribers showed interest in Airtel. Hence, these statistics imply a bright future for the company.

Also the company is used mainly by executives who want wide coverage for their operations but the problem of customer satisfaction still persists with the company and cause of its lacking new customers. Connectivity is the backbone of the company and it is still the reason why consumers use it and the most users of the company fall in the youth category and are now using postpaid services as they are aware of the services provided as the youth is the main target of major of companies as the country mainly comprises of them.

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