A STUDY OF CUSTOMER SATISFACTION ON AIRTEL SERVICES

Submitted In partial fulfillment of the requirement for the award of

Bachelor of Business Administration

By

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INSTITUTE OF SCIENCE AND TECHONOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC

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SATHYABAMA

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(Established under Section 3 of the UGCAct,1956)

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SCHOOL OF MANAGEMENT STUDIES

BONAFIED CERTIFICATE

This is to certify that this project report is the bonafide work of KIRUBAVATHY. S (39280016) who carried out the project entitled "A STUDY OF CUSTOMER SATISFACTION ON AIRTEL SERVICES" under my supervision from January 2022 to March 2022.

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Submitted for Viva voce Examination held on _____

Internal Examiner   **External examiner**

DECLARATION

I am KIRUBAVATHY. S (39280016) hereby declare that the project report entitled "**A STUDY OF CUSTOMER SATISFACTION ON AIRTEL SERVICES**" done by me under guidance of Ms. DR.SHETTY DEEPA THANGAM GEETA M.Com; B.Ed; Ph.D is submitted in partial fulfillment of the requirements for the award of Bachelor of Business Administration degree.

PLACE: CHENNAI   S. KIRUBAVATHY

DATE : 21:04:2022

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ABSTRACT

The project entitled "A study of customer satisfaction on Airtel services " is carried out with an objective to determine the consumer preference and satisfaction. A descriptive study was conducted to achieve the objectives. In total 100 respondents filled a well-structured questionnaire having a list of statements pertaining to services & facilities provided by the service provider. The main objective of the study was to know how the customers of AIRTEL Broadband perceive its Services are satisfied with the services provided by AIRTEL and also to identify the factors affecting the preferences of the customers Results reveal that the dimensions which influence the satisfaction level of customer's are: Core services like good coverage, good connectivity and network quality and call rate. Further results show that there is a significant relation between the brand name and the preference of customers. Hence, it has been recommended that telecom companies should focus on connectivity, call rate, coverage and network quality.

KEYWORDS

Airtel, Comparative study, Customer satisfaction, Mobile connection, Network connections

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CHAPTER : 1

INTRODUCTION TO CUSTOMERS SATISFACTION:

Customer satisfaction is a term frequently used in Marketing. While it's often abbreviated as CAST, It is more correct to abbreviated it as CSAT. It is measured of how Products and Services supplied by a company to meet Customer expectations. Customer satisfaction is defined as " the member of customer's, or percentage of total customers, whose reported experience with a firm, it's products, or it's Service (rating) exceeds specific satisfaction goals" . In a survey of nearly 200 senior marketing managers,71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring Their businesses. It is seen as a key performance indicator Within business and is often part of a balanced scorecard. In a competitive marketplace where businesses complete for customers, Customer satisfaction is seen as a key differentiator and increasing has become a key element of business strategy.

"In increasing satisfaction, firms generally ask customers Whether Their products or service has met or exceeded expectations. Thus, expectations are a key factor behind satisfaction. When customers have high expectations and the reality falls short, They will be disappointed and will likely rate Their experience as less than Satisfying. Dir thus reason, a luxury resort, for example, might receive a lower satisfaction rating than a budget motel—even through it's facilities and would be deemed superior in 'absolute' terms.

CUSTOMER SATISFACTION MEASUREMENT

A basic and effective base line Customer satisfaction survey program should focus on Measuring customer perception of how will the company delivers on the critical success factors and dimensions of the business as defined by the customer:

For example

- Service promptness
- Courtesy of staff
- Responsiveness

Understanding the customer Two main factors determine the accuracy of CMS. The first is the asking the right question And the second is the asking them to the right people sample of customers which accurately Reflects the customer base.

Three things decide the accuracy of a sample. They are:

- It must be representative.
- It must be randomly selected.
- It must be adequate enough.

SURVEYS:

Surveys and Questionnaires are the most common Marketing Research methods. Typically, they are used to:

- Assess the level of customer satisfaction with a particular product, Service or experience.
- Identify factors that contribute to Customer satisfaction and dissatisfaction;
- Determine the current status or situation of a product Or Service;
- Compare and rank providers;
- Help establish Customer Service standards

BENEFITS AND CHALLENGES:

Surveys allow an organization to quickly capture Vital information with relatively little expense and effort. A primary advantage of this method is its directness; " the purpose is clear and the responses straightforward". Additionally, the information gathered by surveys can easily be analysed and used to identify trends over time. The public views consumer product polls and pollsters in generally positive manner compared to political and other polls. One study found that at least sixth percent of the public feels that market research about products and services has a positive impact on society. Seventy percent consider the people who conduct such surveys to have positive impact on society.

SCOPE OF THE STUDY

- To identify the customer satisfaction level of airtel.
- To know about the telecom sector and the rising competition in this practical field.
- This study aims towards collecting information about consumers psychology towards airtel and thus helping airtel in understanding customer's nature and help in developing strategies which will help them in increasing their business.
- This study helps to understand the satisfactory level of consumers towards the brand. And also understanding the consumer attitude and their buying motives by means of company brand image.

OBJECTIVE OF THE STUDY

PRIMARY OBJECTIVES

- To study the customer satisfaction towards AIRTEL.

SECONDARY OBJECTIVES

- To analyze the consumer perception towards Airtel like Post Paid, Pre-Paid, GPRS Services Etc.
- To know the network level satisfaction of customers.
- To analyze the Comparative study of different mobile company.
- To understand the needs of different consumer segments.
- To study the effectiveness of advertisements Effect on all Types of Airtel Services To understand the awareness of Airtel products among consumers in market.

SWOT ANALYSIS

SWOT analysis is a strategic planning method used to evaluate strength, weakness, opportunity and threats involved in a project or in business. SWOT analysis will give us a quick review of an organization current status for Airtel of India.

STRENGTHS

- Cost advantage
- Current leaders in quality service
- Largest distribution network
- Ability to constantly innovate
- Highly skilled workforce
- Entrepreneurial zeal
- Airtel's increased equity and market shares

WEAKNESSES

- To prove credibility
- Price pressures
- Need for government support
- Awareness
- Sales and marketing

OPPORTUNITIES

- To sustain passion and commitment
- Airtel market share increasing the other service provider expense
- Attain higher value services
- Collaborative business needs to be explored
- Vertical repeatable solutions

THREATS

- Foreign investment
- Global trends moving from GPS to WLL
- Lack of global party in telecom tariff
- Other competition

CUSTOMER SATISFACTION DEFINITION

Definition of Customer Satisfaction

1. **Kotler** (1997) defines customer satisfaction as follows:

   Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a Product's perceived performance (or outcome) in relation to his or her expectations.

2. **Brown** (1992) defines customer satisfaction as:

   The state in which customer needs, wants and expectations throughout the product or Service's life are met or exceeded resulting in repeat purchase, loyalty and favourable worth-of Mouth.

Level-1, customers are likely to abandon.

   Level-2 to 4, customers are fairly satisfied but still find it easy to switch when a better Offer comes along.

   Level-5, the customer is very likely to repurchase an even spread good word of mouth About the company.

Customers are very likely to repurchase LEVEL5

THE FUNCTIONAL FEATURES INCLUDE:

- Customer complaints tracking
- Service engineers information tracking
- Job scheduling for the complaints
- Spares management
- Online support
- Reports

CUSTOMER COMPLAINTS TRACKING

Complaint is the start point of any technical support system. Without a client request the Technical support is not initiated. Complaint tracking is done as follows: Client may come down or make a phone call or complaint online The client is validated. The Client may have an annual maintenance contract or may have a product in warranty or of Warranty. The intensity of the complaint is to be estimated to allocate resources. Expected Service type has to be finalized. It may be online assistance indoor or onsite assistance.

SERVICE ENGINEERS INFORMATION TRACKING:

Information about the engineers is inevitable in job scheduling. Information about the Engineers has to be added, deleted or modified in the database. It may contain the following: The name, id of the engineer; the skill set of the manager; the status of the engineer.

JOB SCHEDULING FOR THE COMPLAINTS:

Job Scheduling means sequencing the request to its intensity, assignment of a service engineer And creating a job card. It is done to optimize the technical resources and to render the best Service to the customer. Minor problem are processed by technicians requests are handled by The expert team. The job card includes the Following: The compliant id, the assigned engineer id, the data and time of service, the spare details, no. of man hours required etc.

SPARE MANAGEMENT

1. The spare part name and serial number
2. The available quantity of each spare part
3. The prize, warranty and other specifications
4. The supplier information.

ONLINE SUPPORT:

The service is done online also. The client may visit the website to obtain basic support Information about the service and FAQ. He can chat with the service engineer on phone or Online.

REPORT:

The report reflects the current status of the system. The reports that can be generated are as Follows: Customer request report status of the system. The reports that can be requests Service engineer report provides the information about the skills and strengths of the support Team. Job scheduling report states the allotment of engineers to jobs. Spares report discloses The availability of all the shapes in the system. Receipts and payments report gives Information about the cash flow in the system and bills generation.

CHAPTER: 2   INDUSTRY PPROFILE

INTRODUCTION

An industry is an area of economic production which involves large amounts of upfront capital investments before any profit can be realized. In economics and urban planning, industrial is an intensive type of land use with economic activity involve with Manufacturing and production.

ABOUT TELECOMMUNICATION:

The process of transmitting or receiving information over a distance by any electric or electromagnetic medium can be called as Telecommunication. Information may take the form of voice, video, or data. Over the last 2,000 years we have learned to communicate over land, sea and space. Telecommunications was the cutting edge business of the 19th century and the foremost growing industry of the past 100years.

BRIEF HISTORY OF TELECOM IN INDIA

* ❖ Telecommunication came to India first in 1838. It was in the year when the first operational land line were laid By the government near Calcutta (seat of British power).
* ❖ Later in 1881, the telephone service was first introduced in India.
* ❖ Nothing major happened till 1985 when department of Telecommunication (DOT) was established. It was an exclusive provider of domestic and long distance Service that would be it's own regulator (separate from the postal system).
* ❖ Twelve years later, in 1997 Telecom Regulatory Authority of India (TRAI) came into existence.

DIFFERENT PLAYERS IN TELECOM INDUSTRY IN INDIA

❖ BHARATI AIRTEL
❖ BPL – HUTCH – VODAPHONE(still)
❖ IDEA
❖ RELIANCE
❖ TATA INDICOM
❖ BSNL
❖ AIRCEL (closed)
❖ SPICE
❖ MNTL
❖ JIO

Indian mobile telephony market is increasing day by day and there is more to happen with technological up gradations occurring nearly every day and the ever- increasing demand for easier and faster connectivity, the mobile telephony market is expected to race ahead.

Indian has a fast- growing mobile service market Services market with excellent potential for the future. With almost 5 million subscribers amassed in less than two years of operation. India's growth has far exceeded that of numerous other markets, such as China and Thailand, which have taken more than 5 years to reach the figure India Current holds. The number of mobile phone subscribers in the country would exceed 50 million by 2005 and cross 300 million by 2010, according to the Cellular Operators Association of India (COAI). According to recent strategic Research by frost & Sullivan, Indian cellular Services market, such growth grates can be rarely attributed to the drastically falling price of mobile handsets, with price playing a fundamental role in Indian subscribers recruitments. Subscribers in certain region can accrue the handset at almost no cost, thanks to the mass- market stage these technologies have reached internationally. The Indian consumer can buy a handset for Rs.150 or less. This should lead to increased subscribership.

This Market is growing at an extremely fast pace and so is the competition between the mobile service providers.

With the presences of a number of mobile telephony services provider including market leaders like Airtel, reliance, Idea, Vodafone, Tata indicom etc who are providing either of the two network technologies such as global System for mobile communications (GSM) and code division multiple access (CDMA). The cellular service there are 2 main competing network technologies; global System for mobile communication (GSM)and code division multiple access (CDMA).

COMPANY PROFILE

INTRODUCTION

Bharti Tele soft, the telecom and e-commerce venture of Bharti Enterprises , India has Maintained a very close track on technology and new services to help its customers and Partners thrive on change. Bharti Tele soft is an Indian software company with a clear Distinction. As part of India's largest telecom group, it is uniquely able to harness rich domain Experience to the customer's benefit. Instead of being an IT company providing telecom Solutions, we pride ourselves in being just the opposite! Bharti Tele soft is fast on the way to Attaining a position of leadership in the IT world, through its clear focus on telecom, backed by rich domain expertise. The company has one of the best development facilities in the Country, and has offices in India, United States and United Kingdom. Bharti Healthcare.

The corporate ethos of providing the best to our customers carries extra relevance when it Comes to healthcare products. One sector where quality implies the saving of lives and the Promotion of healthy living. Offering quality support to the pharmaceutical industry, Bharti Healthcare has been engaged in the manufacture of empty hard Gelatine capsules since 1982

ABOUT AIRTEL

Airtel comes to you from Bharti Cellular Limited – a part of the biggest private integrated Telecom conglomerate, Bharti Enterprises. Bharti Enterprises has been at the forefront of Technology and has revolutionized telecommunications with its world class products and Services. Established in 1976, Bharti has been a pioneering force in the telecom sector with Many firsts and innovations to its credit. Bharti has many joint ventures with world leaders Like Singtel (Singapore Telecom); Warburg Pincus, USA; Telia, Sweden; Asian infrastructure Find, Mauritius; International Finance Corporation, USA and New York Life International, USA. Bharti provides a range of telecom services, which include Cellular, Basic, Internet and Recently introduced National Long Distance. Bharti also manufactures and exports telephone Terminals and cordless phones. Apart from being the largest manufacturer of telephone Instruments in India, it is also the first company to export its products to the USA. Bharti is the leading cellular service provider, with a footprint in 18 states covering all four metros. It Has over four million satisfied customers. So come explore the making of the brand which Touches the lives of 700 million people across 18 states of India. From the meaning of our Logo to downloadable goodies for your computer, it's all here.

BHARTI AIRTEL

- TYPE :   public, Listed on BSE and NSE
- FOUNDED :.   1995
- HEAD :   Delhi, India
- KEY PEOPLE: Sunil Bharti Mittal (chairman and MD)
- INDUSTRY: Telecommunication
- PRODUCTS: Mobile Network, Wireless, Landline,   Broadband, satellite television.
- REVENUE: $15 Billion (2017)
- BILLION PROFIT: $19.4 Billion (2010)
- TOTAL ASSETS: $36 Billion
- TOTAL EQUITY:.   511 Billion (2017)
- EMPLOYEES: 25,400 (December 2017)
- PARENT: Bharti Enterprises (64%)

BRAND & ADVERTISING:-

For A brand to be successful, it must build enduring relationships with its different audiences. Integral to this relationship is the visual image of the brand the consumer carries in his/her Mind. The Airtel brand image is created through the consistent application of a carefully Developed visual identity, which helps Airtel distinguish itself in a cluttered market. Airtel' Visual identity helps create instant brand recall and strengthens the relationships that its Audiences have with it. The Airtel visual identity has different elements that work together to Create a strong and consistent identity for the brand. The most important of these are: The Airtel logo is a strong, contemporary and confident symbol for a brand that is always ahead of the rest. It is a specially drawn wordmark.

CUSTOMER VALUE AND SATISFACTION

Customer delivered value is the difference between total customer value and total customer Cost. Total customer value is the bundle of benefits customers expected form a given product or service. Total customer cost is the bundle of costs customers expect to incur in evaluation, Obtaining, using and disposing.

Michael Partner of Harvard proposed the generic value chain as a tool for identifying ways to Create more customer value. Every firm is the collection of activities that are performed to Design, produce market, deliver and support its product. The value chain identifies nine Strategically relevant activities that create value and lost in business. This nine creating Activities, which consists of five primary activities and four supporting activities.

THEORY AND CONCEPTS OF CUSTOMER SATISFACTION

Businesses survive because they have customers who are willing to buy their products or Services. However, many businesses fails to "check-in" with their customers to determine Whether they are happy or not and what it will make to make or keep them happy.

According to U.S consumers' affairs department, it costs five times more to gain a new Customer than to retain an existing one. Other studies have repeated that with just a five Percent increase in Customer retention's a firm can raise its profitability customers spend Salary at first, but with succeeding years of good experience, they will spend increasingly More.

Still product and service quality provides an enormous opportunity to distinguish a firm from The rest. The Japanese have recognized this and have though us to expect quality. Today's Consumers do, and they know more about products and services than they ever did.

Customers are the best source of information. Whether to improve an existing product or Service or whether firms are planning to launch something new. There is no substitution for "getting it from horse's mouth".

CHAPTER:3

RESEARCH METHODOLOGY

Research Methodology is a way to find out the result of a given problem on a specific Matter or problem that is also referred as research problem. In Methodology, researcher uses Different criteria for solving/searching the given research problem. Different sources use Different type of methods for solving the problem. If we think about the word "Methodology", it is the way of searching or solving the research.

SURVEYS METHOD:

A survey is a complete operation, which requires some technical knowledge survey method are mostly personal in character. Surveys are best suited for getting primary data. The research obtain information from the Respondence by interviewing them.

SAMPLING:

It is not always necessary to collect data from whole universe. A small representative sample may serve the purpose. A sample means a small group taken in a lot. This small group taken in a large lot. This small group should be emanative cross section and really "representative" in character. This selection process is called sampling.

SAMPLE SIZE:

By using convenient random sampling technique, 100 customers of Airtel users are selected for the purpose of the study. Direct questionnaire is used to survey the customer.

STATISTICAL TOOLS USED

The main statistical tool used for the collection and analyses of data in this project are:

- Percentage of analysis
- Questionnaire
- Bar diagram

METHODS OF SAMPLING

❖ RANDOM SAMPLE METHODS:

The method adopted here is random sampling method. A random sample is one were each item in the universe has an equal chance of known opportunity of being selected.

❖ RESEARCH INSTRUMENTS:

Questionnaires: a questionnaire is a carefully compliance logical sequence of questions directed to a define objective. It is the outline of what information is required and the frame work on which the data is upon. Questionnaires is commonly used in securing market information that its preparation deserves Almost skill and care.

COLLECTION OF DATA:

One of the important tools for conduction market research is that Availability of necessary and useful data. Data collection is more if an art than a science. The methods of marketing research are in a way the methods of data collection. The sources of information fall under two categories.

INTERNAL SOURCES:

Every company has to keep certain records such as accounts, reports etc., these records provide sample information which an organization usually keeps collection in its working.

EXTERNAL SOURCES:

When internal records are insufficient and required information is not available, the organization will have to depend on external sources. Of data are.

PRIMARY SOURCE OF DATA :

Primary Source of data is the data which needs the personal efforts of collecting and which are not Readily available. Primary data is the first hand information, which has been collected Directly from the customers. Primary sources are characterized not by their format but rather y the information they convey and their relationship to the research question. The interpretation and evaluation of these sources becomes the basis for other research.

The data collected for a purpose in original and for the first time is known as primary data. The researcher collect this data to Study a particular problem.

1. To study and analyze the perception status and thee movement of the airtel services along with its competitors.
2. To identify the market standing of the airtel limited with its competitive telecom companies.

FOLLOWING ARE FEW WAYS IN WHICH THE DATA WAS COLLECTED:

1. Questionnaires:

   Its set of questions on a link and it has being given to the Respondents to fill it.

2. Direct interviewing:

   Direct interviewing involved the process where questions are asked directly to the customers and got the feedback.

SECONDARY DATA:

Secondary data analysis can save time that would otherwise be spent collecting data and, particularly in the case of quantitative data, can provide larger and higher quality databases that would be unfeasible for any individual researcher to collect on their own. In addition, analysts of social and economic change consider secondary data essential, since it is impossible to conduct a new survey that can adequately capture past change and/or developments. The secondary data are an integral part of any research study or a research report as it provides information on key variables, which pay major part in the actual research the data cannot be obtained in person within a short span of project life. Thus, sources of secondary data collected include. The internet, which is a source of information of any issue. Various business journals, magazines and newspapers.

1. Find out the potential customers, who can be very beneficial for the company.

2. To make aware of the customer about company's services and to educate them and aware about the different benefits.

3. To formulate the competitive marketing strategies to have better approach to the customer.

4. To study the present and past response of the customer towards the services of airtel.

PRESENTATION OF THE DATA

❖ A schedule of 25 sample questions has been prepared to suit the objective of the study.

❖ On the basis of convenient random sampling technique, the Respondents have been selected and information has been collected.

❖ The collected information has been classified, tabulated, analysis using mathematical tools like percentages and interpretations have been drawn.

❖ After analysis, findings have been drawn and suggestions are offered.

LIMITATIONS OF THE STUDY

❖ Time factor was the main limitation for the study as the project was restricted to small period.

❖ The sample taken for the Research concerned only for 100 customers rather than million of customers scattered around the Chennai.

❖ Since the project has to be completed within a short period of time the information collected could be based.

❖ The feedback received from the individuals is according to its perception, limited exposure and personal knowledge level.

❖ Few respondents answered was collected.

❖ Respondents are concentrated where the customer of AIRTEL only.

❖ The study has shown the various determinants of customer perception and experience.

Chapter: 4

REVIEW OF LITERATURE

CUSTOMER SATISFACTION

Some of the important related studies were reviewed for the support of the present Study.

CUSTOMER SATISFACTION, as a construct, has been fundamental to marketing for over three decades. As early as 1960, **Keith** (1960) defined marketing as " Satisfying the needs and desires of the consumer". **Hunt** (1982) reported that by the 1970s, interest in customer satisfaction had increase to such an extent that over 500 studies were published. This trend continued and by 1992, Peterson and Wilson estimated the amount of academic and Trade articles on Customer satisfaction to be over 15,000.

(Rosenberg & Czepiel 2017) Customer satisfaction is vital for modern day business for two main reasons. First, customers are scarce resource it is far easier to obtain from an old customer than from a new one. Second, customer loyalty and satisfaction has a positive effect on the profitability revenues of the company.

Hill and Alexander (2000) wrote in their book that " companies now have big investment in the database marketing, relationship management and customer planning to move closer to their customers satisfaction ".

Jones and sasser (1995) wrote that " achieving Customer satisfaction is the main goal for most Service firms Today". Increasing customer satisfaction has been shown to Directly affected companies, Market share, which leads to improved profits, positive recommendation, lower marketing expenditure (Reichheld, 1996; Heskett at 1997), and greatly impact the corporate image and survival (Pizam and Ellis,1999).

Customer satisfaction has been one of the top tools for a successful business. Customer satisfaction is defined as an overall evaluation based on the total purchase and consumption experience with the good or service over time **(Fornell, Johnson, Anderson, Cha & Bryant 1996)**.

With marketing, customer satisfaction also comes along with it which means it ascertains the expectation of the customer on how the goods and services are being facilitated by the companies. Actionable information on how to make customers further satisfied is therefore, a **crucial outcome (Oliver 1999)**.

However, the product and its features, functions, reliability, sales activity and customer support are the most important topics required to meet or exceed the satisfaction of the customers. Satisfied customers usually rebound and buy more. Besides buying more they also work as a network to reach other potential customers by sharing experiences **(Hague & Hague 2016)** The value of keeping a customer is only one- tenth of winning a new one. Therefore, when the organization wins a customer it should continue to build up a good 6 relationship with the client. Providing the quality of goods and services in the 20th century is not only to satisfy the customers but also to have a safe position. Indeed, this has benefited the customers significantly on consuming qualitative products **(Rebekah & Sharyn 2004)**

Customer satisfaction is influenced by specific product or service features and perceptions of quality. Satisfaction is also influenced by customer's emotional responses, their attibutions neither perception of equity **(Zeithal & Bitner. 2003, 87-89)**.

Increased customer satisfaction can provide company benefits like customer loyalty, extending the life cycle of a customer expanding the life of merchandise the customer purchase and increases customers positive word of mouth communication. When the customer is satisfied with the product or service of the company, it can make the customer to purchase frequently and to recommend products or services to potential customers. It is impossible for a business organization to grow up in case the company ignores or disregards the needs of customers **(Tao 2014)**.

Debnath (2008) thus study explain that the prime Focus of the Service providers is to create a loyal customer base by bench marketing their performance and retaining existing customers in order to benefit from their loyalty. With the commencement of the economic Liberalization in 1991, and with a view to expand and improve Telecom infrastructure through the participation of the private sector, the government of India permitted foreign companies holding 51 percent equity stake in joint ventures to manufacture Telecom equipment in India. The Indian Government has announced a new policy, which allows private firms to provide basic telephone services. There has been a monopoly of the state-owned department of Telecommunications.

Kalavani (2006) in Their study analyzed that major of the Respondents have given favourable opinion towards the services but some problems exists that deserves the attention of the Service providers. They need to bridge the gap between the Services promised and services offered.

Kalpana and chinnadurai(2006) in their study titled" promotional strategies of cellular service: A Customer perspective" analyzed that the increasing competition and changing taste and preferences of the Customer's all over the world are forcing companies to change their targeting strategies. The study revealed the Customer attitude and their satisfaction towards the cellular service in Coimbatore city. It was found that advertisement Play a dominant role in influencing the Customers but most of the customers are of opinion that promotional strategies of cellular companies are more sale oriented rather than customer oriented **Chris (2003)**.

Philip Kotler defines customer satisfaction as a 'person's feeling of pleasure or disappointment, which resulted from comparing a product's perceived performance or outcome against his/her expectations'. Although Kotler uses abstract terms like pleasure and disappointment, the definition is by no means ambiguous.

Customer satisfaction = f (perceived performance, buyer's expectations)

Here, customer satisfaction is a function of perceived performance and expectations.

 Paul Farris defines customer satisfaction as 'the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals'. In fact, this definition is endorsed by the Marketing Accountability Standards Board as the standard definition of customer satisfaction.

CHAPTER:5

DATA ANALYSIS &INTERPRETATION

According to the objectives, survey has been undertaken. It has been further analyzed and Interpreted with the help of the following tables and graphs. The simple size is 100 persons. In this chapter an attempt has been made to make data analysis with respect to the areas Which some of the items have been listed out as:

TABLE 1

Age of the respondent.

| Age	Frequency	Percentage
18-20	60	60%
21-25	30	30%
26-35	10	10%
Total	100	100%
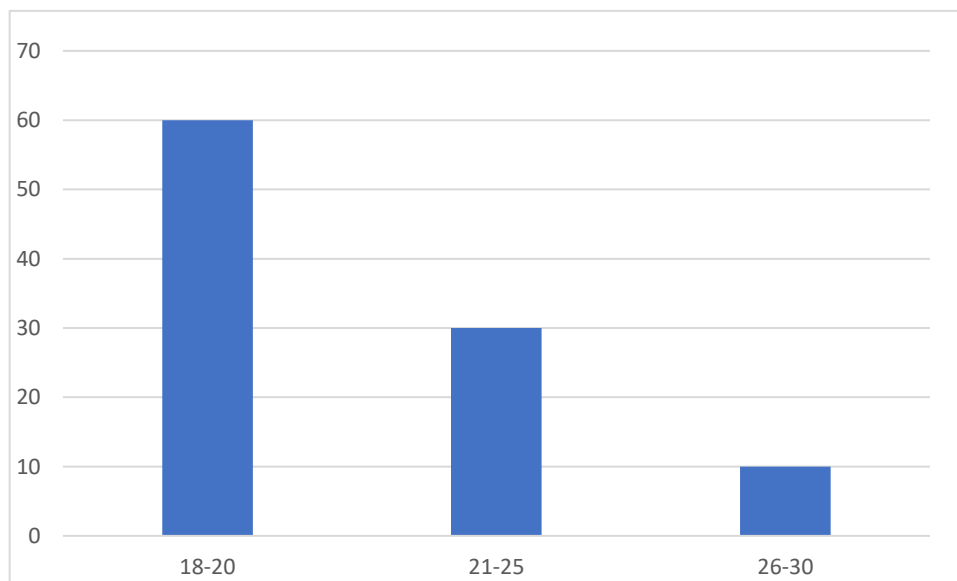
INTERPRETATION

From the above table the number of respondents were 60% of the respondence were above 18-20 age, and 30% of the respondence were above 21-25 age, and 10% of the respondence were 26-30age members. Majority (60%) of the respondents were above 18-20 age people.

TABLE 2

Gender of the respondent.

| Gender	Frequency	Percentage
Male	37	37%
Female	63	63%
Total	100	100%
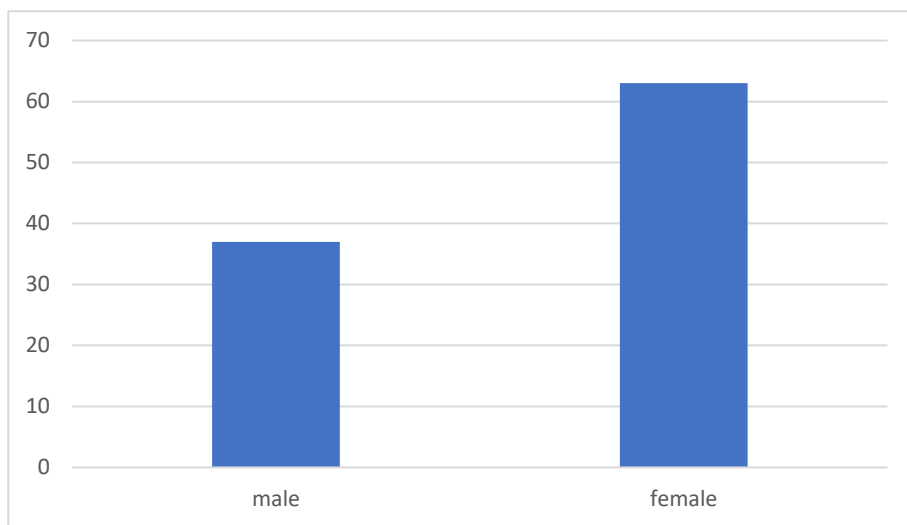
INTERPRETATION

From the above respondence 63% of the respondent were female, and 37% of the respondent were male in the survey taken. Majority (63%) of the respondent were female respondence.

TABLE 3

company give a proper responses to your queries

| Opinion	Frequency	percentage
Yes	78	78%
No	22	22%
Total	100	100%
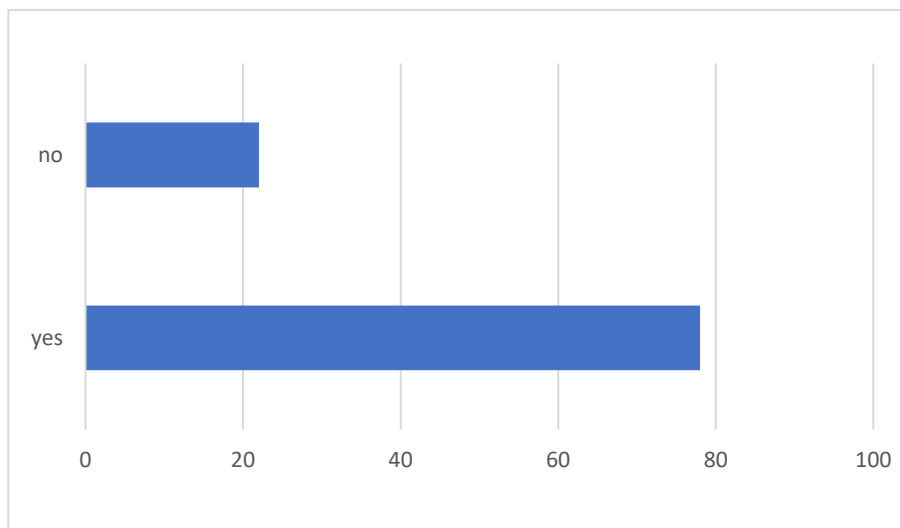
INTERPRETATION

From the above table 78% of the respondents are satisfied with the subscription, and 22%of the subscription are not satisfied with the proper response. Majority (78%) of the respondence says that company gives a proper responses to their queries.

TABLE 4

Satisfaction level of Airtel network in your location?

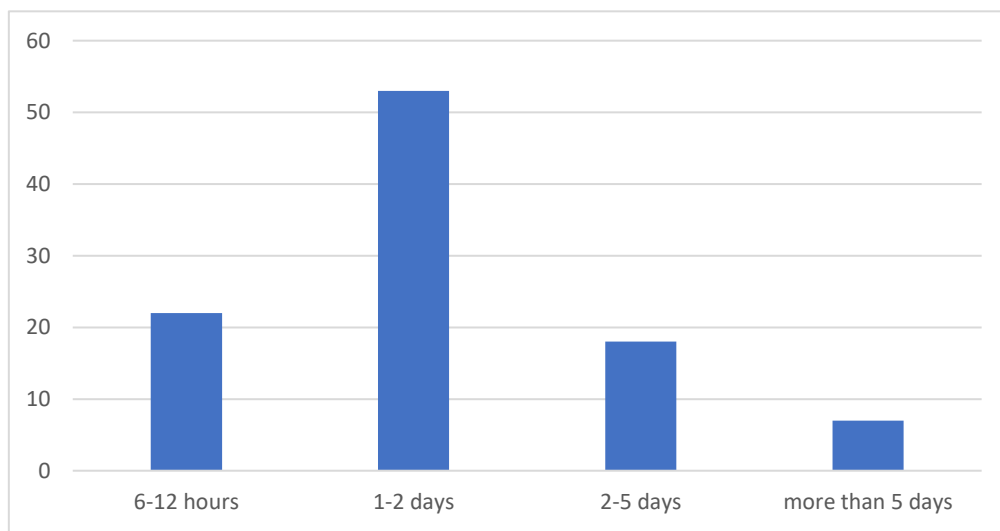| Opinion	Frequency	Percentage
Highly satisfactory	31	31%
Satisfactory	35	35%
Dissatisfactory	4	4%
Average	20	20%
Highly dissatisfactory	10	10%
Total	100	100%
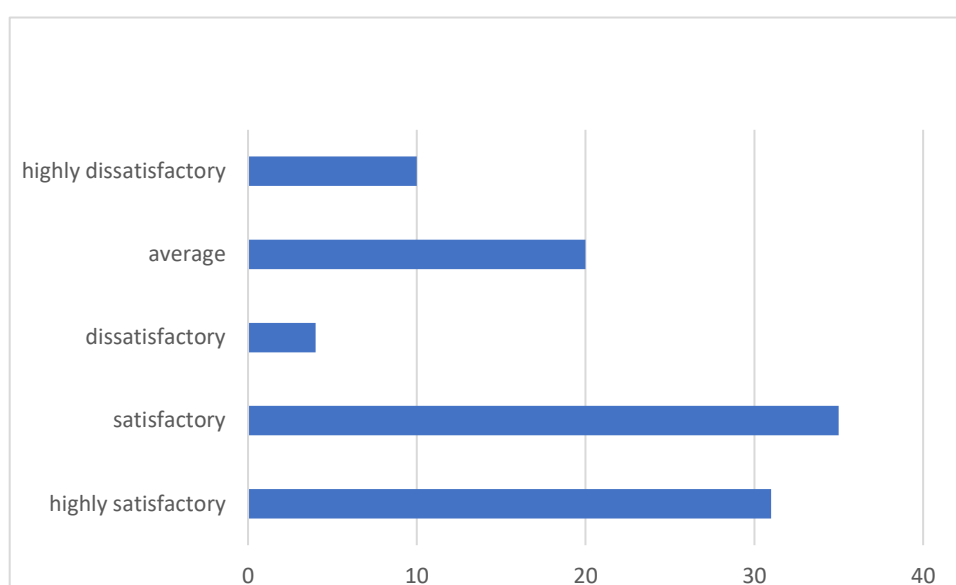
INTERPRETATION

From the above table 31% of the respondence were Highly satisfied, and 35% of the respondence were satisfied, and 4%of the respondence were dissatisfactory, and 20% of the respondence were average, and 10% of the respondence were highly dissatisfactory for the network location on their area. Majority (35%) of the respondence were satisfied with the network location.

TABLE 5

Time take to delivery of Airtel SIM Cards / Vouchers

| Opinion	Frequency	Percentage
6-12 hours	22	22%
1-2 days	53	53%
2-5 days	18	18%
More than 5 days	7	7%
Total	100	100%

INTERPRETATION

From the above table 53% of the respondence says that it takes 1-2 days of vouchers after ordering, and 22% of the respondent says 6-12 hours, and 18% of the respondent says 2-5 days, and 7% of the respondent says more than 5 days says it takes for the delivery of airtel SIM cards. Majority (55%) of the respondent says that it takes 1-2 days for the delivery of Airtel SIM cards/ vouchers after ordering.

TABLE 6

payment norms of Airtel

| Opinion	Frequency	Percentage
Highly satisfactory	19	19%
Satisfactory	44	44%
Average	31	31%
Dissatisfactory	6	6%
Total	100	100%
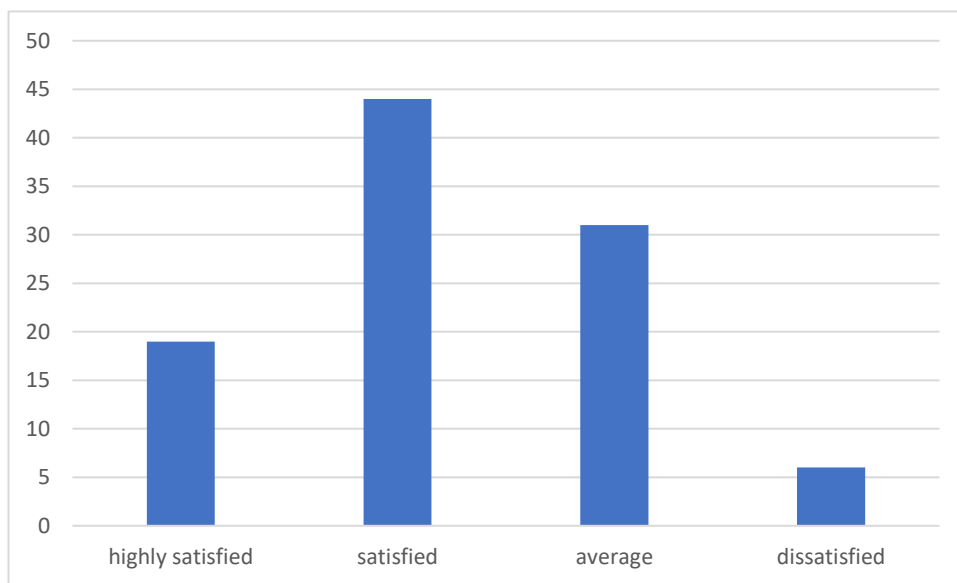
INTERPRETATION

From the above table 19% of the respondence were highly satisfied, and 44% of the respondence were satisfied, and 31% of the respondence were average, and 6% of the respondence were dissatisfied with the payment norms of Airtel. Majority (44%) of the respondence were satisfied with the payment norms od Airtel.

TABLE 7

Airtel service provider offers you attractive schemes

| Opinion	Frequency	Percentage
Yes	48	48%
No	20	20%
Never	8	8%
May be sometimes	24	24%
Total	100	100%
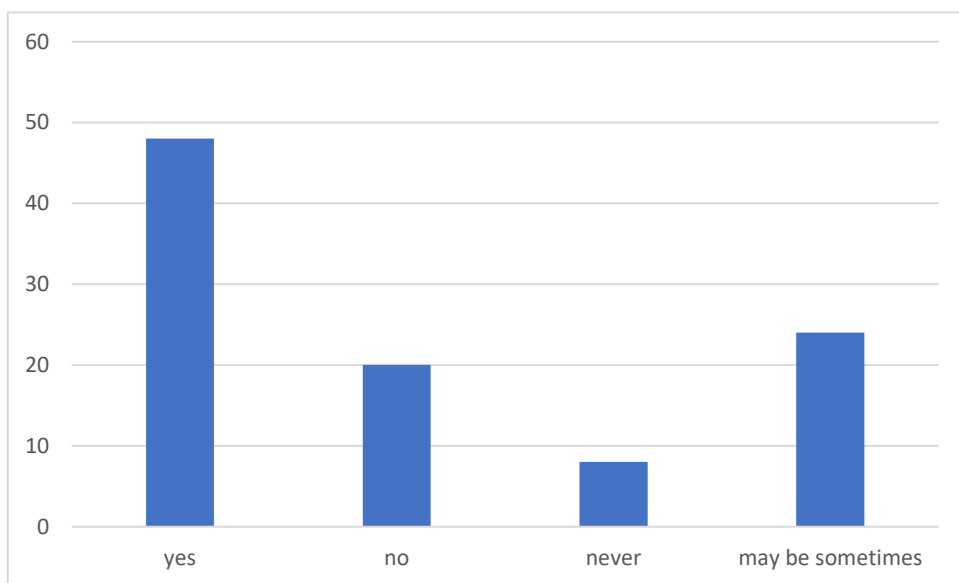
INTERPRETATION

From the above table 48% of the respondence says yes, for providing the attractive schemes, and 20% of the respondence says no, and 8% of the respondence says never, and 24% of the respondence says may be sometimes airtel service provider provides you attractive scheme. Majority (48%) of the respondence says yes, for providing attractive schemes.

TABLE 8

Duration of using airtel service

| Opinion	Frequency	Percentage
1 year	17	17%
2 years	11	11%
3 years	12	12%
More than 3 years	60	60%
Total	100	100%
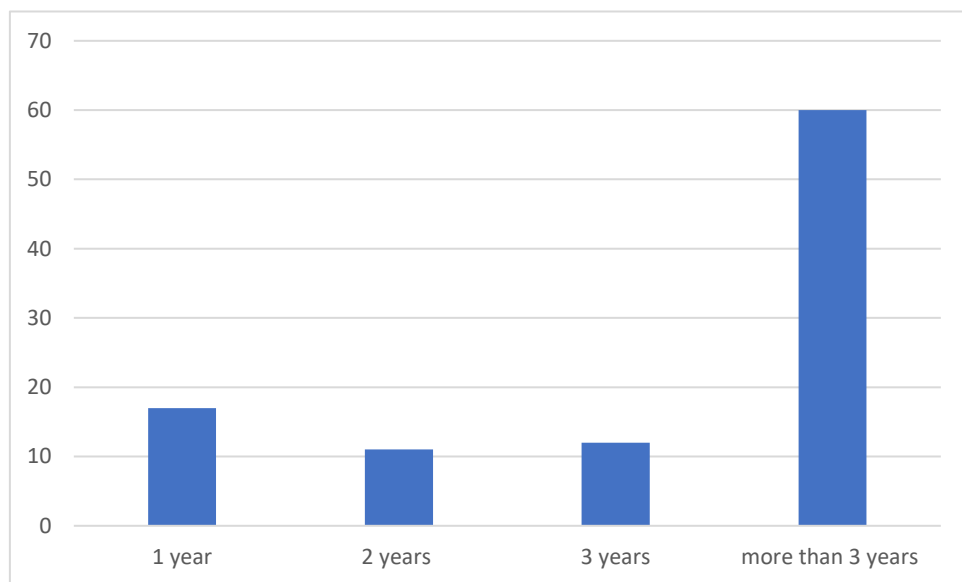
INTERPRETATION

From the above table17 of the subscription were using 1year of airtel service, and 11% of the subscription were using 2years, and 8% of the subscription, and 12% of the subscription were using 3 years, and 60% of the subscription were using more that 3 years of airtel service.

TABLE 9

Airtel Service provides wider network coverage

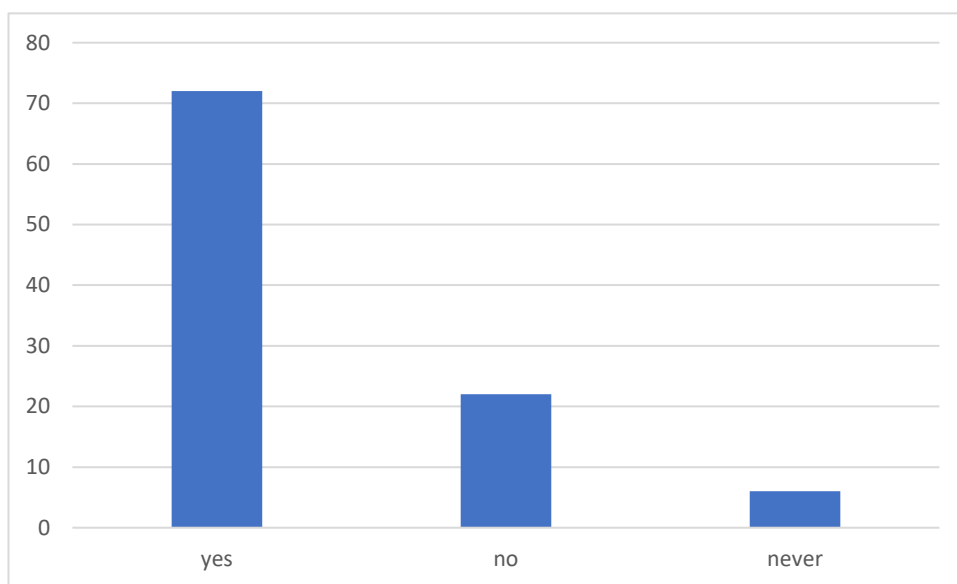| Opinion	Frequency	Percentage
Yes	71%	71%
No	20%	20%
Never	9%	9%
Total	100	100%
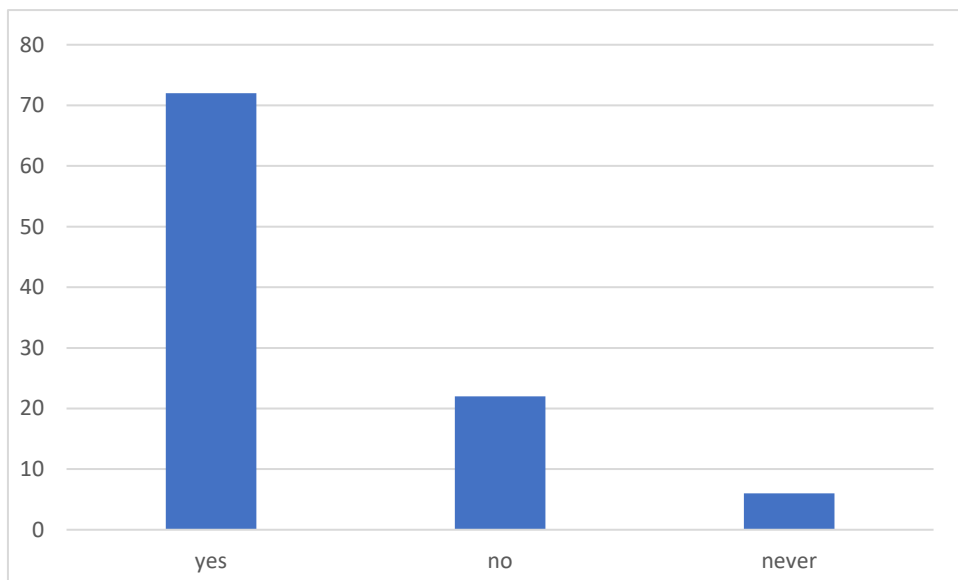
INTERPRETATION

From the above table 71% of the subscription says yes that the airtel service provider has a wider network coverage, and 20% of the subscription says no, and 9% of the subscription says that they never provide a wider network coverage in their areas.

TABLE 10

Airtel Service provides faster GPRS Service

| Opinion	Frequency	Percentage
Yes	72	72%
No	22	22%
Never	6	6%
Total	100	100%

INTERPRETATION

From the above table 72% of the subscription says yes they provide a faster GPRS service, and 22% of the subscription says no, and 6% of the subscription says they never provide a faster GPRS service in their area.

TABLE 11

Satisfaction level- customer care service

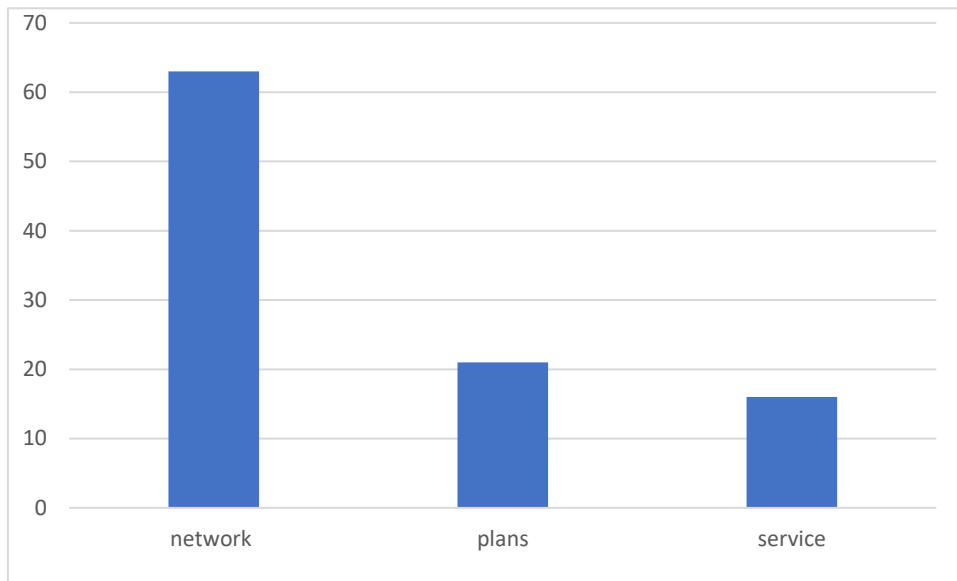| Opinion	Frequency	Percentage
Highly satisfied	26	26%
Satisfied	57	57%
Dissatisfied	8	8%
Never	8	8%
Highly dissatisfied	1	1%
Total	100	100%
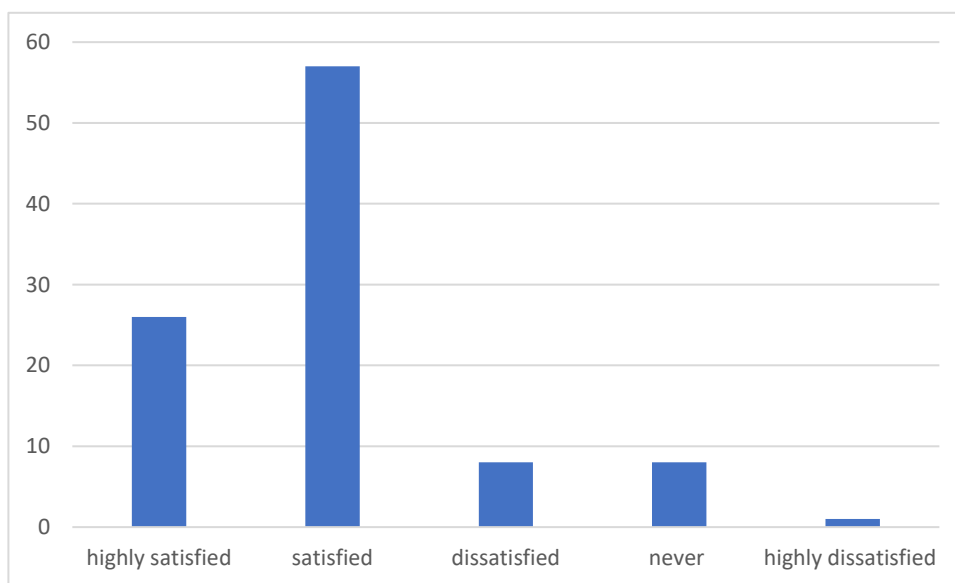
INTERPRETATION

From the above table 26% of the subscription are highly satisfied with the customer care service, and 57% of the subscription are satisfied, and 8% of the subscription are never satisfied, and 1% of the subscription are highly dissatisfied.

TABLE 12

best part of Airtel Service provider

| Opinion	Frequency	Percentage
Network	63	63%
Plans	21	21%
Service	16	16%
Total	100	100%

INTERPRETATION

From the above table 63% of the subscription says that network is the best part of airtel service provider, and 21% of the subscription says plans is the best part of airtel service provider, 16% of the subscription says service is the best part of airtel.

TABLE 13

Satisfaction level on with Airtel prepaid/ postpaid plans

Opinion	Frequency	Percentage
Highly satisfied	39	39%
Satisfied	35	35%
Dissatisfied	10	10%
Never	12	12%
Highly dissatisfied	4	4%
Total	100	100%
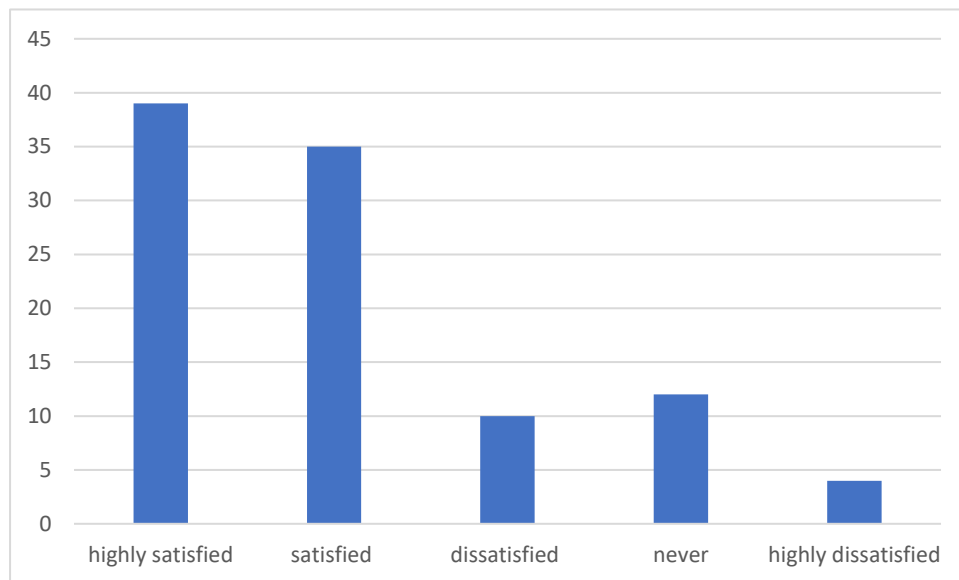
INTERPRETATION

From the above table 39% of the subscription are highly satisfied with the prepaid/ postpaid plans, and 35% of the subscription are satisfied, and 10% of the subscription are dissatisfied, and 12% of the subscription are never satisfied, and 4% of the subscription are highly dissatisfied with the prepaid/ postpaid plans.

CHAPTER:6

FINDINGS

FINDINGS

1. The majority (60%) of Respondents are age group is under 20.
2. The majority (63%) of the Respondents are female.
3. The majority (78%) are says the Airtel company gives a proper responses to the queries.
4. The majority (35%) of the respondence are satisfied with airtel network in their location.
5. The majority (53%) of Respondents are Satisfied with delivery of sim card and voucher after ordering.
6. The majority (44%) of the respondent are satisfied with payment norms of airtel.
7. The majority (48%) of the respondence are satisfied with attractive scheme.
8. The majority (60%) of the respondence are using more than 3 years.
9. The majority(71%) of the subscription are satisfied with wider network coverage.
10. The majority (72%) of the respondence are satisfied with faster GPRS service.
11. The majority (57%) of the subscription are satisfied with customer care service of your service provider.
12. The majority (63%) of the subscription are satisfied with network is the best part of airtel service provider.
13. The majority (39%) of the subscription are satisfied with airtel prepaid/ postpaid plans.

SUGGESTIONS

- ➢ Most of the consumers are unhappy, as their problems are not being solved immediately.
- ➢ Nearly 35 percentage of the customer don't feel network coverage in their area.
- ➢ 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.
- ➢ Majority of the customers feel good about Airtel services and it has average rating on the case of its customer provided in the Airtel showrooms.
- ➢ Care should be taken for efficient and timely response to the customer problems.
- ➢ Outlet to the back office operations should be fast to solve the customer problems.
- ➢ Airtel has high roaming charges, so the roaming charges to be reduced for the convenience of customer.
- ➢ Airtel service provider may introduce some attractive schemes for women, students and working group people.
- ➢ Most of the customers using pre-paid services, so the mobile service provider can be introduce some attractive postpaid scheme for capture new post paid customers are retaining existing postpaid customers.

CONCLUSION

From this study it reveals that most of the customers are satisfied with the performance of the company. Here the research is made for an attempt to identify the needs and satisfaction of the customers of AIRTEL. Sufficient data are collected from 100 respondents through online forms and questionnarie. But the customer has an indifference attitude towards certain factors. Here the research tries to recommend certain suggestions to improve the existing condition.

From the study the influence of demographic variable in the level of satisfaction yielded by the user as well as the behavioural pattern of the users is analysed in this study. It is identified that the service provided by Airtel prepaid mobile users is at satisfactory level to the respondent's. But most of the respondents are not satisfied with the features of the phone. Airtel user should focus on the promotional measures as equal to satisfy their customers.

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APPENDIX (QUESTIONNAIRES)

1. Age of the respondence.

    a) 18-20   b) 21-25   c) 26-35

2. Gender of the response.
3.   a) male   b) female   c) non-binary

4. Material status.

    a) single   b) married

5. Are you dealing with services offered by airtel?

    a) yes   b) no

6. Reason for association with airtel?

    a) margin   b) promotional scheme   c) demand   d) dealer relationship

7. The reason why you are not dealing with the services and products offered by airtel?

    a) credit policy   b) promotional material   c) schemes are not conveyed

8. Does the company give a proper responses to your queries?

    a) yes   b) no

9. Have you ever faced problems related to the services of airtel?

    a) yes   b) no   c) may be

10. How do you rate the customer schemes of the company?

    a) highly satisfied   b) satisfied   c) average   d) dissatisfied

11. Does the retail support desk identifies the retailer's problems effectively and solve them in proper time?

    a) yes   b) no   c) may be

12. How do you rate the schemes delivered to the retailers?

    a) highly satisfied   b) satisfied   c) average   d) dissatisfied

13. How do you rate the retailers support of the company?

    a) highly satisfied   b) satisfied   c) average   d) dissatisfied

14. How do you rate the margin in airtel services?

    a) highly satisfied   b) satisfied   c) average   d) dissatisfied

15. Does the customers are happy when their problems are solved by the retailers support desk?

    a) yes   b) no

16. How do you rate the credit facilities providers by airtel?

    a) highly satisfied   b) satisfied   c) average   d) dissatisfied

17. How do you rate the discount offered by airtel on a bulk purchase?

    a) highly satisfied   b) satisfied   c) average   d) dissatisfied

18. How do you rate the brand pull of airtel?

    a) highly satisfied   b) satisfied   c) average   d) dissatisfied

19. How much time does it take for the delivery of airtel SIM cards/ vouchers after ordering?

    a) 6-12 days   b) 1-2 days   c) 2-5 days   d) more than 3 days

20. How do you rate the payment norms of airtel?

    a) highly satisfied   b) satisfied   c) average   d) dissatisfied

21. Rate your overall satisfaction with the services offere4d by airtel to retailers?

    a) highly satisfied   b) satisfied   c) average   d) dissatisfied

22. Do you satisfied with airtel network in your location?

    a) highly satisfied   b) satisfied   c) average   d) dissatisfied   e) highly dissatisfied

23. How long you are using airtel service?

    a) 6-12 hours   b) 1-2 days   c) 2-5 days   d) more than 5 days

24. Did airtel service provider offers you attractive schemes?

    a) yes   b) no   c) never   d) may be sometimes

25. Did airtel service provider has a wider network coverage?

   a) yes   b) no   c) never

26. Airtel service provider provides you a faster GPRS service?

   a) yes   b) no   c) never

27. How would you rate your customer care service of your service provider?

   a) highly satisfied   b) satisfied   c) dissatisfied   d) never   e) highly satisfied

28. What is the best part of airtel service provider?

   a) network   b) plans   c) service

29. Are you dealing with airtel prepaid/ postpaid plans?

   a) highly satisfied   b) satisfied   c) dissatisfied   d) never   e) highly dissatisfied