



CONSUMER PERCEPTION AND INTENTION TOWARDS AIRTEL MOBILE – A STUDY

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ABSTRACT :

Mobile phone markets are one of the complete market atmospheres nowadays due to increased competition and change. This market study deals with Customers sacrifice and willingness to purchase criteria in mobile phone markets by studying factors that influence customer perceived value and purchase intention to acquire new mobile phones on one hand and factors that influence mobile phones on other hand. In this competitive environment, to make my study on perception towards purchasing the service provider's new connection card, to analyze on customer preferences in major categories of this connection and also evaluating satisfaction level of customers towards their services. The study encompassed a sample of 50 respondents. The sample was collected according to the convenience of the researcher. A descriptive study was adopted as it was found appropriate for the study. The Questionnaire method was used for collecting the data. The tools used for analyzing the data were one-way ANOVA 'f' test. From the analysis and results, it was founded that most of the people aware Airtel pre-paid by Poster advertisement and also they have intention to go for Airtel pre-paid in future. They have good image towards Airtel for their services and networks. It is found that consumer prefers network is the first priority, the reason for choosing lifetime card is lifelong validity period and to receive calls throughout their life.



KEYWORDS : Customer Perception, Customer Intention, Pre-Paid and Post-Paid card .

INTRODUCTION:

Customer satisfaction is the assessment of the performance of a product or service by customers which is important for successful business performance. Telecommunication operators today must attract and retain customers while constantly improving interactions. They needed to manage the lifecycle of these customers to maximise revenue and reduce costs to increase profitability. The emergence of the Internet and Mobile Communication had significantly influenced and changed the lifestyle of individual customers. Business had gained more attention on this fast pace of electronic commerce which will directly influence their customer satisfaction, hence it is imperative to understand their requirements and be prepared to provide the service according to their satisfaction. Before fifteen years, mobile phones were rare and considered expensive and was used by the affluent people has become a common house hold item now. Building trust and adapting to the individual and local needs of the region are the two-fold success factors in the latest technology sector. India witnesses stiff competition among the service providers to win over new

customers and retaining the existing base. However, the ability to earn new customers and retaining the existing customers is an important activity and can be achieved only by providing commendable quality service to the customers.

Mobile phone markets are one of the complete market atmospheres now a day due to increased competition and change. Thus, the growing concern requires marketers to strictly look at Customers buying decision processes and demand focus on the factors such as Prices, Purchase intention, Perceived intention, Perceived quality, Perceived sacrifice and Perceived value that subsequently determine willingness to purchase between different mobile phones with an appropriate service. In this competitive environment, to find out the customer satisfaction, customer preferences, expectations and perception about the Airtel Pre-paid card out of all other Cellular service providers in the market. The underlying problem in predicting customer choice resides much more in the fact that purchase decisions are made on the basis of many different criteria. This problem is further confounded in service applications where customers may consider intangible features and characteristics of the market offerings and interactions between service providers and the consumers.

REVIEW OF LITERATURE

Satisfaction plays a principally important role in competitive environments such as mobile services because of its impact on customer reliability (Lee and Feick, 2001). Customer satisfaction refers to the "customer's estimation of a product or service in terms of whether that product or service has met their needs and prospect" (Zeithaml and Bitner, 2003). Besides, customer satisfaction is multifaceted in nature, and factors that drive satisfaction can be explicit customer needs or implicit expectations, while the key for a firm to retain customer is to differentiate itself from competition. In this study, we define satisfaction as the perceived degree of contentment with regard to a customer's prior purchase experience (Anderson and Srinivasan, 2003). Conceptual frameworks on consumer satisfaction have been developed to measure and conceptualize issues related to it (Cronin and Taylor, 1992). Most studies have focused on satisfaction from different dimensions in the telecommunications industry (Wang and Liao, 2007; Woo and Fock 1999). Wilska (2003) as per review of completion youngsters matured 16 to 20 years; it was discovered that cell phones decision and particularly utilization is predictable with respondents' general utilization styles. The specialist demonstrated that addictive use was basic among females and was identified with in vogue and imprudent utilization styles. Rather, guys were found to have more innovation eagerness and pattern – cognizance. These credits were then connected to incautious utilization. The examination presumed that sexes are ending up progressively similar in telecom benefit decision. Since individual contrasts in utilization designs are clearly recognizable. Anita Seth (2007) in his investigation on "Nature of administration parameters in cell versatile correspondence" built up a model of administration quality and a lot of measurements for near assessment which could give helpful headings to controllers and specialist co-ops. Swadeshkumar Samanta (2007) did as concentrate on effect of cost on portable membership and income get to cost or settled month to month charge for versatile administrations is the main consideration that oversees the level of individuals buying in (entrance) to the administrations. Exact examination demonstrates a solid relationship between's entrance cost and infiltration for creating and created nations. They exhibit an exchange off between cost of access and every moment call and show how membership and income to the administrator can be expanded. Shirshendu Ganguli (2008) led an examination on "Drivers of Customer Satisfaction in Indian Cellular administrations Market" in which he talked about the effect of administration quality and highlights on consumer loyalty from the cell clients perspective. Power J.D (2009) directed an investigation on "Clients progressively need telecom administrations and items to be packaged" in view of reactions gathered from 11,911 clients across the nation and inspected the general consumer loyalty on six elements client benefit, unwavering quality, charging, picture, cost of administration, offers and advancements

OBJECTIVES OF THE STUDY

- To distinguish the sort of association plan, that the shoppers as of now have
- To investigate shopper discernment and desire towards Airtel Prepaid card.
- To find out the satisfaction level of customers towards Airtel pre-paid card.

SCOPE OF THE STUDY

Lacking and factor for dissatisfaction has been studied from the customer's point of view. Getting an opportunity to convince and interact with the customers. Creating awareness and perception towards Airtel pre-paid customers.

The limit of the study is only for the Telecommunication pre-paid card of Airtel customers. The survey was taken from some people of Salem city alone. So the result may not be feasible for other locations other than Salem city. And the findings only suitable for intention and Perception towards Airtel pre-paid card customers.

METHODOLOGY

Convenience sampling: Due to the population is infinite; we took some samples only and collected data. Sample size is 50.

Data collection

- Preparation of a proforma or a Questionnaire for Collection of Data. The approach is going to be made personally and questionnaire is given to them and asked to fill up. Influence may not be used to fill up those questionnaires.
- Data Source: Primary and Secondary.
- Pilot study or Pre-testing: The questionnaire was pre-tested by administering it over 30 respondents in Salem City.
- Covering letters or paragraphs when mailing the questionnaire or proforma: There are several ways to contact the respondent's viz. Personal method, Telephonic interviews, E-mail, Mailing questionnaires etc.
- The contact method used in our study is personal method. The approach is made personally and questionnaire is given to them and asked to fill up. Influence is not used to fill up those questionnaires.
- Processing of Data: There are a variety of sampling techniques that enables you to reduce the amount of data you need to collect by considering only data from a sub-group rather than all possible cases. Different types of charts have been used to analyze data and inference is provided.

DATA ANALYSIS AND INTERPRETATION

Table No – 1: Socio-economic profile of the respondents

Variables	No.of respondents (n=50)	Percentage (100%)
Gender		
Male	42	84
Female	08	16
Age		
Below 30yrs	39	78
Above 30yrs	11	22
Duration of customer		
Below 2yrs	19	38
3 to 5yrs	10	20
6yrs & above	21	42

Percentage analysis table shows that majority (84 per cent) were male and remaining 16 per cent were female. Vast majority (78 per cent) of the respondents were below 30yrs of age group and remaining 22 per cent were above 30yrs. More than half (42 per cent) of the respondents were above 6yrs of customers, 38 per cent were below 2yrs of customers and remaining 20 per cent were 3 to 5yrs.

Research Hypothesis: There is no significant difference between customer account operation duration and their overall service satisfaction

Table No – 2: One-way ANOVA difference between customer account operation duration and their overall service satisfaction

Overall customer satisfaction	Mean	S.D	Statistical inference
Below 2yrs	21.31	0.518	F=3.932
3 to 5yrs	20.12	0.679	0.117>0.05
6yrs & above	21.35	0.871	Not Significant

The above one-way ANOVA 'f' test table indicates that mean and S.D values of below 2yrs 21.31±0.518, 3 to 5yrs 20.12±0.679 and remaining 6yrs & above 21.35±0.871. Therefore, there is no significant difference between customer account operation duration and their overall customer satisfaction. The calculated value is greater than table value ($p>0.05$). The research hypothesis is accepted.

SUGGESTIONS AND CONCLUSION

Customer care is very important and produces direct impact on customer satisfaction. The Service quality dimensions of Tangibles, Assurance, Reliability, Responsibility and Empathy plays a major role in the recommendation of Airtel. Only customers who are happy in the service quality dimensions will be ambassadors for the operators. Therefore the operators should focus more on the showroom facilities for walk-in customers and ensure their service/query or complaint is addressed with confidence and solution given in the shortest time possible. The telecommunication services in India have witnessed phenomenal changes over the last few years and the information technology has brought tremendous changes in day to day activities of common man. The requirement for mobile phone services in the sub-continent is increasing substantially. The telecommunication services have been recognized the world-over as an important tool indicating the socio-economic development of a nation and the telecom infrastructure is treated as a crucial factor to realize and accomplish the socio-economic objectives in India. The competitive intensity in the telecom industry in India is one of the highest in the world and has led to sustained fall in realization for the service providers. With more operators moving out of the market the competitive intensity is likely to continue, putting further downward pressure on the telecom tariffs. Thus the telecom companies might give service quality to attract customer satisfaction.

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