



A STUDY ON CUSTOMERS' SATISFACTION ON AIRTEL MOBILE NETWORK SERVICES IN KANCHIPURAM TOWN

Dr. K. A. Kunjithapatham

Assistant Professor in Commerce ,

Sri Sankara Arts and Science College, Kanchipuram, Tamilnadu.

ABSTRACT :

Telecommunication industry is one of the fastest progressing industries in service sector. Scope of communication has been widening after the invention of mobile phones and especially introduction of smart phones. In India, Airtel is the top telecommunication company having high market share. This sector has become more competitive. As a leading telecom company, Airtel intends to retain its market share by satisfying its customers by providing better services. The present study was made to analyse the customers' satisfaction on the mobile network services provided by Airtel in Kanchipuram town. The researcher selected 150 respondents and collected primary data through a well structured interview schedule. The researcher used simple percentage, mean, Standard Deviation as statistical tools. The study evidenced that the customers of Airtel in the study are highly satisfied in the services of procedure for change of plan, adoptability of SIM, overall performance, cost of SIM card and speed of internet services. The customers are less satisfied in the services of quantum of data provided by Airtel, cost of call, roaming charges, performance of online services and talk time given per recharge. The researcher has suggested improving the services where the respondents are less satisfied in order to improve their business.



KEYWORDS : Telecommunication, customer satisfaction, mobile service and demographical.

INTRODUCTION

Indian media transmission arrange is the second biggest on the planet by number of phone clients. It has one of the most minimal call duties on the planet empowered by super telecom administrators and hyper-rivalry among them. India has the world's second-biggest Internet client base. Real parts of the Indian media transmission industry are phone, web and transmission Industry in the nation which is in a continuous procedure of changing into cutting edge arrange, utilizes a broad arrangement of current system components, for example, advanced phone trades, versatile exchanging focuses, etc. Indian telecom industry experienced a high pace of market advancement and development since the 1990s and now has turned into the world's most aggressive and one of the quickest developing telecom markets. Among them mobile services are the fastest growing in the industry and many companies are involving in the business and it is one of the profitable business in the country. Airtel is one of the leading companies, which is providing mobile network services throughout the country. Airtel is the market leader in providing telecom services in the country. But in recent period, the industry has become more competitive and Airtel is in the position to retain its market share without losing to other companies.

Consumer loyalty ought to be viewed as a fundamental segment of any business since it furnishes advertisers and entrepreneurs with a metric that can be utilized to quantify and enhance business execution from a client point of view. Not exclusively is it a main marker of buyer repurchase goals and faithfulness, yet it is likewise an extraordinary method to comprehend on the off chance that they will turn out to be long haul rehash clients or even promoters. On the other hand, it can also provide the initial warning signs that a customer is unhappy and potentially at risk of leaving. With all this considered, customer satisfaction can provide businesses with crucial information to understand what aspects are successful and where improvements need to be made. Study of customer satisfaction is necessary for Airtel for retaining their existing customers and to attract new customers. Kanchipuram is one the developing towns near by Chennai. Hence the researcher has undertaken the study to analyse customers' satisfaction towards services provided by Airtel in the town.

REVIEW OF LITERATURE

Rajeswari Murugan and Rajendran G (2013) in their study found that the loyalty intentions of repurchase, favourable word-of-mouth and advocacy were influenced by affective and calculative commitment. Muhammad Sabbir Rahman et al (2013) in their study did not only identify the perceived attributes of quality and experience economy but also generalize the young customers' buying intention of internet broadband service in Malaysian context. Gordon Terkpeh Sabutey et al (2014) in their empirical paper identified that irrespective of mobile telecom network on University for Development Studies Tamale Campus, customer satisfaction was low; neither equal to nor better than desire and expectation of customers. Overall Customer Satisfaction ratings among subscribers of Mobile Telecommunication Network in University for Development Studies significantly differ. Sudheesh et al (2015) found that the demographic variables such as age group, gender and occupation are having no impact on the factors of customers' satisfaction. Dineshkumar U and Moorthy V (2016) found that the influence of Demographic variable in the level of satisfaction yielded by the user as well as the Behavioural pattern of the user is analysed in this study. The service provided by Airtel Prepaid mobile User was at satisfactory level to the respondent's.

OBJECTIVES

1. To study demographical background of the respondents in Kanchipuram town and
2. To study satisfaction of the respondents towards services provided by Airtel in Kanchipuram town.

METHODOLOGY

The study was made to analyse the customers' satisfaction on the mobile network services provided by Airtel in Kanchipuram town. For this purpose the researcher selected 150 respondents using random sampling method. The study used primary data for analysis. The primary data were collected from the sample respondents in the study area. For this purpose the researcher framed a well structured interview schedule. The researcher used simple percentage, mean, Standard Deviation as statistical tools.

RESULTS AND DISCUSSION

This part of the research paper presents the results and discussion towards customers' satisfaction on mobile network services provided by Airtel in Kanchipuram town. Table 1 gives the results of demographical background of the respondents.

Table 1: Demographical Background of the Respondents

Demographical Factors	No. of Respondents	Percentage
Gender		
Male	101	67.3
Female	49	32.7
Age		
Below 20 years	17	11.3
21 – 30 years	35	23.3
31 – 40 years	64	42.7
41 – 50 years	22	14.7
Above 50 years	12	8.0
Marital Status		
Married	116	77.3
Unmarried	34	22.7
Education		
High School Level	5	3.3
Higher secondary level	15	10.0
Under Graduate level	39	26.0
Post Graduate level	54	36.0
Professional Education level	19	12.7
Diploma	18	12.0
Occupation		
Self employed	30	20.0
Student	12	8.0
House wife	25	16.7
Government employees	9	6.0
Other employees	51	34.0
Others	23	15.3
Family Size		
Small size family	41	27.3
Medium size family	90	60.0
Large size family	19	12.7
Family Income		
Up to ` .10,000	32	21.3
` .10,001 to ` .20,000	55	36.7
` .21,001 to ` .30,000	39	26.0
` .30,000 and above	24	16.0
Total	150	100.0

Source: Primary Data

Table 1 reveals that 67.3 per cent of the total respondents were male and 32.7 respondents were female. Majority of the respondents (67.3 per cent) were male. 42.7 per cent of the respondents belonged to the age group of 31 to 40 years, age of 23.3 per cent of the respondents ranged between 21 and 30 years, age of 14.7 per cent of the respondents ranged between 41 and 50 years, age of 11.3 per cent of the respondents was less than 20 years and age of 8 per cent of the respondents was more than 50 years. It could be known that 77.3 per cent of the respondents were married and 22.7 per cent of the respondents were unmarried. Majority of the respondents (77.3 per cent) were married. 36 per cent of the respondents were post graduate holders, 26 per cent of the respondents completed under graduation, 12.7 per cent of the respondents completed professional education, 12 per cent of the respondents held diploma, 10 per cent of the respondents completed upto higher secondary education and 3.3 per cent of the respondents completed upto secondary school education.

Table 1 also shows that 20 per cent of the respondents were self employed, 8 per cent of the respondents were students, 16.7 per cent of the respondents were house wife, 6 per cent of the respondents were government employees, 34 per cent of the respondents were other type of employees and occupation of 15.3 per cent of the respondents belonged to other type of occupation. 60 per cent of the respondents belonged to medium size family, 27.3 per cent of the respondents belonged to small size family and 12.7 per cent of the respondents belonged to large size family. It was also noted from the table that 36.7 per cent of the respondents had an income of `10,001 to `20,000 per month, income of 26 per cent of the respondents is between `20,001 to `30,000, income of 21.3 per cent of the respondents is less than `10,000 and income of 16 per cent of the respondents is more than `30,000.

Mean Scores of Customer's Satisfaction towards Airtel Services

Table 2 gives the results of mean score and percentage of mean score of various factors of satisfaction about Airtel services.

Table 2: Customer's Satisfaction towards Airtel Services

Sl No.	Factor	Mean Score	Mean Score (%)
1	Signal strength	3.77	75.33
2	Geographical coverage	3.62	72.40
3	Customer care	3.81	76.27
4	Recharge denomination	3.67	73.47
5	Recharge mode	3.59	71.87
6	Talk time	3.11	62.27
7	Booster packs	3.73	74.67
8	Clarity in speech	3.58	71.60
9	Different data plans	3.85	77.07
10	Quantum of Data provided for a recharge	2.78	55.60
11	Value added services	3.29	65.73
12	Caller tones	3.39	67.87
13	Uninterrupted service	3.77	75.47
14	Speed of internet services	3.79	75.73
15	Cost of call	2.75	54.93
16	Availability of SIM card	3.65	72.93
17	Cost of SIM card	3.79	75.87
18	Adoptability with mobile phone	3.98	79.60
19	Activation time	3.59	71.73
20	Attractive offers on recharge	3.12	62.40
21	Providing Services as promised in advertisement	3.70	74.00
22	Roaming charges	2.73	54.53
23	Improvement of services based on customers' feedback	3.38	67.60
24	Accuracy in billing for call and data usage	3.09	61.87
25	Accessibility of Airtel offices	3.23	64.67
26	Easy Procedure to Change of Scheme	3.95	79.07
27	Mode of registering complaints	3.02	60.40
28	Performance of online services	3.01	60.13
29	Time lag of rectifying complaints	3.55	71.07
30	Overall performance	3.78	75.60
	Overall Mean (N=150)	3.47	69.39

Source: Primary Data

Table 2 shows that mean score percentage of services of signal strength, geographical coverage, quality of customer care, recharge denomination, recharge mode, booster pack, clarity in speech, different data plans, uninterrupted services, speed of internet services, availability of SIM card, cost of SIM card, adoptability of SIM card, activation time, procedure to change of plan, providing services as promised in advertisements, time lag of rectifying complaints and overall performance of Airtel services are more than 70 per cent of the total score (maximum score is 5), hence the respondents are highly satisfied with these factors of Airtel services (Mean value is 69.39 and Median value is 71.80). The mean score percentage of services of Talk time, Quantum of Data provided for a recharge, Value added services, Caller tones, Cost of call, Attractive offers on recharge, Roaming charges, Improvement of services based on customers' feedback, Accuracy in billing for call and data usage, Accessibility of Airtel offices, Mode of registering complaints and Performance of online services are less than the mean value hence the satisfaction level of respondents of the above services are not high in Kanchipuram town.

Rank of Factors on Satisfaction

Table 3 gives the results of rank of different factors on satisfaction of Airtel services in the study area.

Table 3: Rank of Different Factors on Satisfaction towards Airtel Services

Sl. No.	Factor	Mean	SD	Rank
1	Signal strength	3.79	1.34	8
2	Geographical coverage	3.63	1.29	16
3	Customer care	3.77	1.15	10
4	Recharge denomination	3.68	1.01	14
5	Recharge mode	3.61	1.39	17
6	Talk time	3.15	1.35	26
7	Booster packs	3.74	1.13	11
8	Clarity in speech	3.56	1.29	18
9	Different data plans	3.84	1.13	6
10	Quantum of Data provided for a recharge	2.81	1.46	30
11	Value added services	3.32	1.31	22
12	Caller tones	3.44	1.44	20
13	Uninterrupted service	3.79	1.33	9
14	Speed of internet services	3.84	1.44	5
15	Cost of call	2.82	1.58	29
16	Availability of SIM card	3.72	1.31	13
17	Cost of SIM card	3.87	1.35	4
18	Adoptability with mobile phone	4.05	1.43	2
19	Activation time	3.66	1.59	15
20	Attractive offers on recharge	3.25	1.99	23
21	Providing Services as promised in advertisement	3.82	2.00	7
22	Roaming charges	2.90	2.00	28
23	Improvement of services based on customers' feedback	3.51	1.92	19
24	Accuracy in billing for call and data usage	3.20	2.13	24
25	Accessibility of Airtel offices	3.38	2.18	21
26	Easy Procedure to Change of Scheme	4.07	2.09	1
27	Mode of registering complaints	3.18	2.36	25
28	Performance of online services	3.15	2.45	27
29	Time lag of rectifying complaints	3.73	2.38	12
30	Overall performance	3.97	2.42	3
	Overall Mean (N=150)	3.47	69.39	

Source: Primary Data

Table 3 shows that the factor procedure to change of scheme (Plan) is ranked first as shown by mean value, hence the customers of Airtel are highly satisfied in this service followed by adoptability of SIM, overall performance, cost of SIM card and speed of internet services and they are ranked 2nd, 3rd, 4th and 5th respectively. The customers of Airtel are less satisfied in the factor of quantum of data provided by Airtel for a recharge and it is ranked last (30th) followed by cost of call, roaming charges, performance of online services and talk time given per recharge and they are ranged 29th, 28th, 27th and 26th respectively. Overall performance of all the services together is found to be good and therefore customers of Airtel in Kanchipuram town are satisfied with the services identified.

CONCLUSION

Telecommunication industry is one of the fastest progressing industries in service sector. Scope of communication has been widening after the invention of mobile phones and especially introduction of smart phones. In India, Airtel is the top telecommunication company having high market share. This sector has become more competitive. As a leading telecom company, Airtel intends to retain its market share by satisfying its customers by providing better services. The study has been undertaken with 150 respondents. The study evidenced that the customers of Airtel in the study are highly satisfied in the services of procedure for change of plan, adoptability of SIM, overall performance, cost of SIM card and speed of internet services. The customers are less satisfied in the services of quantum of data provided by Airtel, cost of call, roaming charges, performance of online services and talk time given per recharge. The researcher has suggested improving the services where the respondents are less satisfied in order to improve their business.

REFERENCES

1. Dineshkumar U and Moorthy V (2016), A Study on Customer Satisfaction towards Airtel with Special Reference to Dharampuri [District], IOSR Journal of Business and Management, Vol.2, pp.9-12.
2. Gordon Terkpeh Sabutey et al (2014), A Comparative Analysis of Customer Satisfaction Ratings of Telco Products and Services among UDS Students in Ghana, International Journal of Information Technology and Business Management, 29th May 2014, Vol.25, No.1, pp.79-95.
3. Muhammad Sabbir Rahman et al (2013), Broadband Services Selection Criteria of Young Users: Exploratory and Confirmatory Factor Analytic Approach, International journal of Business and Social Science, vol.4, No.5, pp.204-215.
4. Rajeswari Murugan and Rajendran G (2013), Customer Loyalty Intentions in Broadband Internet Services, International Journal of Business Innovation and Research, Vol.7, No.4, pp.487-503.
5. Sudheesh et al (2015), A Comparative Study on Customer Satisfaction towards Airtel&Vodafone with Reference to Avadi, Chennai, ZENITH International Journal of Multidisciplinary Research, Vol.5, No.6, pp.74-83.



Dr. K. A. Kunjithapatham

Assistant Professor in Commerce , Sri Sankara Arts and Science College, Kanchipuram, Tamilnadu.