



TO STUDY CUSTOMER SATISFACTION TOWARDS 4G SERVICE IN INDUSTRIAL TOWNSHIP

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ABSTRACT:

Pimpri Chinchwad area is well developed industries are concerned there is no parallel in the state of Maharashtra. Industrial Township located in this twin town at Bhosari, Chinchwad. Due to increase of IT Industries in Talwade, and Hijawadi which lies mostly in the outskirts of the city, the employees of the industry prefer housing complex with basic amenities near their work place itself.

Industrial advancement in the mobile phone communication is attracting a wide range of users. This paper states the customer satisfaction towards 4G. Though there are more number of service providers in the market, Airtel is first playing a vital role in attracting a huge number of customers through the advancement towards 4G services. Out of the various network providers Airtel stands first in providing 4G services in India. Pimpri chinchwad is an industrial town where almost all the networks are used by the people. Hence the researcher studies about the customer satisfaction towards Airtel 4G services in Industrial Township Pimpri chinchwad, Pune Maharashtra

KEYWORDS: Industrial Township, 4G, Customer Satisfaction, IT Industries.

1.1 INTRODUCTION

4G Technology

In India Bharti Airtel launched India's first 4G service, using TD-LTE technology, in Kolkata on April 10, 2012. Fourteen months prior to the official launch in Kolkata, a group consisting of China Mobile, Bharti Airtel and Softbank Mobile came together, called Global TD-LTE Initiative (GTI) in Barcelona, Spain and they signed the commitment towards TD-LTE standards for the Asian region. It must be noted that Airtel's 4G network does not support mainstream 4G phones such as Apple iPhone 5, Samsung Galaxy S III, Nokia Lumia 920 and others. • Airtel 4G services are available in Kolkata, Bangalore, Pune, Chandigarh, Mohali and Panchkula. Airtel is currently launching 4G services in Delhi. • RIL is launching 4G services through its subsidiary, Jio Infocomm. RIL 4G services are currently available only in Jamnagar, where it is testing the new TD-LTE technology. RIL 4G rollout is planned to start in Delhi and Mumbai, and expand to cover 700 cities, including 100 high-priority markets. It has a fast growing mobile services market with excellent potential for the future. With almost five million subscribers amassed in less than two years of operation,

With the presence of a number of mobile telephony services providers including market leaders like Airtel, Reliance, Idea cellular, Tata Indicom, Spice communications etc., who are providing either of the two network technologies such as Global System for Mobile communications (GSM) and Code Division Multiple Access (CDMA).

GSM and CDMA will allow the user to choose the preferable network technology for his needs. Cell phones users are scattered over the world. It is very fast point to point communication. It helps one to send and receive information anytime and anywhere. The effective and efficient usage of cell phone largely depends upon the attitude of cell phone users. Cell phone network services are large in number. Out of the various network providers Airtel stands first in providing 4G services in India. Pimpri chinchwad is an industrial town where almost all the networks are used by the people. Hence the researcher studies about the customer satisfaction towards Airtel 4G services in Pimpri chinchwad

Industrial Township (Pimpri-Chinchwad)

Pune, Pimpri - Chinchwad were initially twin cities of Pune district of Maharashtra, India. Both the cities are having independent Municipal Corporations. Pimpri Chinchwad is located on the North-West of Pune City and is very well connected by road as well as railway route. Cense survey 2011 population of Pimpri Chinchwad Corporation area is 17,29,320 comprises of 9.45 lakhs male and 7.83 female. The literacy rate of this area is higher than the national average. The city is bestowed with three rivers namely Pavana, Mula and Indrayani. PCMC is comprised of Chinchwad, Pimpri, Nigdi, Akurdi, Kalewadi, Bhosari. The name Chinchwad is originated from the presence of Tamarind (Chinch) and Banayan (Wad) trees. Chinchwad is Bhosari which was known as Bojapuri. It was the capital of Raja Bhoj 2000 years ago. Because of the industrialization of this area there is a huge migration from all over the country. Vallabhanagar, a suburb of Pimpri has a bus depot of Maharashtra State Road Transport from where this twin town is connected to all parts of Maharashtra. In view of the huge transport between this twin city and Pune Municipal Corporation Area recently Bus Rapid Transport (BRT) has been implemented. It was in 1954, Hindustan Antibiotics Ltd. was established to manufacture penicillin. Today, this area is popularly known as Industrial Township. A large number of small scale, ancillary MSMEs and large scale industries have their presence in this area.

1.2 OBJECTIVES OF THE STUDY

- 1) To analyse the satisfaction level on Airtel 4G services.
- 2) To propose suitable to know about the socio - economic profile of the respondents.
- 3) To identify the various factors influence the quality of Airtel 4G network services

1.3 SCOPE OF THE STUDY

This study covers customers of Pimpri chinchwad. The study makes effort to ascertain the satisfaction level of customer on Airtel 4G. As long as the company is able to satisfy its customer, customer would remain in the bracket of loyal customer. Hence it is very essential to understand the customer satisfaction and to measure the satisfaction level time to time as there is always scope of improvement. The research will also be beneficial in analysing the overall market position of the company and measure which should be adopted by the Airtel 4G to increase their market share in the region of Pimpri chinchwad

1.4 Methodology: study was based on primary data as well as secondary data .

1.4.1 Primary Data: The primary data are collected from users of Airtel customers through interview schedule. In the present study at most care has been taken to reduce the non-sampling errors.

1.4.2 Secondary Data: The secondary data have been collected from the standard books, journals, articles and internet.

1.5 sampling design: descriptive analysis has been carried out, to study the customer satisfaction towards Airtel 4G services. The Sample size has been taken from 40 Respondents. The sampling technique used in this study is convenient sampling method.

1.6 hypotheses

A) There is no significant relationship between gender of the respondents and their overall customer satisfaction of Airtel 4G.

B) There is no significant relationship between the age of the respondents and their overall customer satisfaction of Airtel 4G

1.7 tools for analysis

1) Percentage analysis, 2) Mann-Whitney U-test, 3) Kruskal-Wallis test

1.1 Result analysis

S.No	Particulars	No of the Respondents	Percentage
Gender Wise Classification			
1.	Male	45	56.25
2.	Female	35	43.75
Age of the Respondents			
1.	Below 20	36	45.00
2.	21- 30 years	22	27.50
3.	31- 40 years	5	6.25
4.	41-50 years	14	17.50
5.	Above 50 years	3	3.75
Educational Level			
1.	Up to HSC	17	21.25
2.	Diploma engenering	9	11.25
3.	Graduate(BBA)	48	60.00
4.	Post graduate (MBA)	6	7.50
Occupation			
1.	Student	48	60.00
2.	Self employed	7	8.75
3.	Business	6	7.50
4.	Private employee	11	13.75

5.	Government employee	3	3.75
6.	House wife	5	6.25
Marital status			
1.	Married	27	33.75
2.	Unmarried	53	66.25
Monthly income			
1.	Below Rs.10,000	14	17.50
2.	Rs.10,001 - Rs.15,000	26	32.50
3.	Rs.15,001 - Rs.20,000	14	17.50
4.	Rs.20,001- Rs.25,000	17	21.25
5.	Above Rs.25,000	9	11.25
	Total	80	100.00

Source: Primary Data

From the above table it is found that majority of the respondents are male, most of the respondents are below 20 years of age and are graduates. Majority of the respondents are students and are unmarried earning Rs. 10,001 – Rs. 15,000 per month.

Table 1.2
Mode of Payment

S. No	Mode of Payment	No. of Respondents	Percentage
1.	Post-Paid	24	30.00
2.	Prepaid	56	70.00
	Total	80	100.00

Source: Primary Data

The above Table 1.2 conveys the information that 70.00 % of them prefers prepaid and remaining 30.00 % of them prefers the post-paid mode of payments. It is found that most (70.00 %) of the respondents prefers only the prepaid mode of payments.

PERIOD OF USAGE

The researcher has analysed the information about the period of usage .These details are following Table 1.3

Table 1.3
Period of Usage

S. No	Period	No. of Respondents	Percentage
1.	Below 1 year	14	17.50
2.	2-3 years	41	51.25
3.	3-5 years	9	11.25
4.	Above 5 years	16	20.00
	Total	80	100.00

Source: Primary Data

The above Table 1.3 shows that 51.25% of the respondents are using Airtel data services for 2-3 years, 20.00 % of the respondents are using Airtel data services for above 5year 17.50 % of the respondents are using Airtel data services for below 1years and remaining 11.25 % of the respondents are using Airtel data services for 3-5 years.It is evident from the study that majority (51.25%) of the respondents are using Airtel services 2-3 years.

KNOWLEDGE ABOUT AIRTEL NETWORK

Table 1.4 presents the information regarding the knowledge source about Airtel.

Table 1.4
Knowledge about Airtel Network

S. No	Motivation	No. of Respondents	Percentage
1.	Friends	36	45.00
2.	Relatives	20	25.00
3.	Parents	6	7.50
4.	Self interest	18	22.50
	Total	80	100.00

Source: Primary Data

From the above Table 1.4, it is clear that out of 80 respondents, 45.00 % of the respondents know about the Airtel network service through their friends, 25.00 % of the respondents know about the Airtel network service through their relatives, 22.50 % of the respondents know about the Airtel network service through their self-interest and remaining 7.50 % of the respondents know about the Airtel network service through their parents.It is revealed that majority (45.00 %) of the respondents have gained knowledge about Airtel 4G from their friends.

Knowledge about offers

The researcher has gathered the basis of the information about the recent offers about Airtel services. The data presented in the following Table 1.5

Table 1.5
Knowledge about Offer

S. No	Knowledge about Offers	No. of Respondents	Percentage
1.	Known	62	77.50
2.	Unknown	18	22.50
	Total	80	100.00

Source: Primary Data

From the above Table 1.5 it is shown that out of 80 respondents, 77.50 % of the respondents know about the recent offers available in Airtel network and remaining 22.50 % of the respondents do not know about the recent offers available in Airtel network services.

It is found that most (77.50 %) of the respondents know about the recent offers available in Airtel network services.

Amount spend for top-up

The researcher has gathered information on the basis of the total amount spent for top-up .The details about the following Table 1.6

Table 1.6
Amount spend for Top-Up

S.No	Amount	No. of Respondents	Percentage
1.	Rs.50 -100	14	17.50
2.	Rs.100 -200	36	45.00
3.	Rs.250-500	22	27.50
4.	Above Rs.500	8	10.00
	Total	80	100.00

Source: Primary Data

From the Table 1.6 it is pointed out that out of 80 respondents, 45.00 % of the respondents are spending Rs.100- 200 per month, 27.50 % of the respondents are spending Rs.250-500 per month, 17.50 % of the respondents are spending Rs.50-100 per month and remaining 10.00 % of the respondents are spending above Rs.500 for monthly top-up.It is evident that majority (45.00 %) of the respondents are spending Rs.100-200 per month.

Data usage in a day

The researcher has gathered the information about the **Data** usage of MB per day by the respondents. Table 1.7 displayed the details.

Table 1.7
Data usage in a day

S. No	DATA Used	No. of Respondents	Percentage
1.	Below 500 MB	22	27.50 %
2.	500 MB -700MB	32	40.00%
3.	700MB- 1GB	10	12.50%
4.	1GB -1.5GB	16	20.00%
	Total	80	100.00

Source: Primary Data

From the above Table 1.7 it is analysed that out of 80 respondents, 40.00 % of the respondents are using 500 MB -700MB per day, 27.50 % of the respondents are using Below 500 MB per day, 20.50 % of the respondents are using 700MB- 1GB per day and remaining 12.50 % of the respondents are using 1GB -1.5GB per day. It is found that most (40.00 %) of the respondents are using 500 MB - 700MB per day.

Hypothesis -I

There is no significant relationship between gender of the respondents and their overall customer satisfaction of Airtel 4G services.

To test the above hypothesis, Mann-Whitney U-test has been applied by using SPSS and the result is presented in Table 1.8.

Table 1.8
Mean rank of gender

Customer Satisfaction of Airtel 4G Services	Gender of the Bank	N	Mean Rank
	Male	45	47.34
	Female	35	31.70
	Total	80	

Source: Computed Primary Data

From Table 1.8, it is found that the mean rank of male is 47.34 and for female is 31.70. The result of Mann-Whitney U-test is presented in Table 1.8.1.

Table 1.8.1
Gender and customer satisfaction of Airtel 4G Services
Mann-Whitney U-Test

	Overall Customer Satisfaction of Airtel 4G Services
Mann-Whitney U	479.500
Wilcoxon W	1109.500
Z	-2.995
Asymp. Sig. (2-tailed)	.003

Source: Computed Primary Data

From the above outcome. It is found that the significant value for Mann - Whitney U Test is 0.003, which is less than the acceptable level of 0.05.

Therefore the null hypothesis is rejected and it is concluded that there is significant relationship between gender of the respondents and their overall customer satisfaction of Airtel 4G services. It is indirect that the opinion of customers of gender of the respondents and their satisfaction level of Airtel 4G services do differ on the satisfaction level of services.

Hypothesis - II

There is no significant relationship between the age of the respondents and their overall customer satisfaction of Airtel 4G services.

To test the above hypothesis, Kruskal-Wallis test has been applied by using SPSS and the result is presented in Table 1.9.

Table 1.9
Mean Rank of age of the respondent and their overall customer satisfaction of Airtel 4G Services

	Number of Years	N	Mean Rank
SATISFACTION LEVEL OF SERVICE QUALITY	Below 20 Years	36	33.18
	21 to 30 Years	22	44.11
	31 to 40 Years	5	40.00
	41 to 50 Years	14	54.21
	Above 51 years	3	38.67
	Total	80	

Source: Primary Data

From the Table 1.9, it is found that the mean rank of below 20 years is 33.18, 21 to 30 years is 44.11, 31 to 40 years is 40.00, 41 to 50 years 54.21 and for above 51 years is 38.67. The result of Kruskal - Wallis Test is presented in Table 1.9.1

Table 1.9.1
Age and Overall Customer Satisfaction of Airtel 4G Services:
Kruskal-Wallis Test

	Overall Customer Satisfaction of Airtel 4G Services
Chi-Square	9.049
Df	4
Asymp. Sig.	.060

Source: Computed Primary Data

From the above result, it's found that the significant value for kurskal – wallis test is 0.060, which is less than the acceptable level of 0.05.

therefore, the null hypothesis is accepted and it is concluded that there is no significant relationship between the gender of the respondents and their overall customer satisfaction of Airtel 4G services. It's inferred that the opinion of customers do not differ on the satisfaction level of Airtel 4G Services.

FINDINGS

It is found that mass of the respondents are male, most of the respondents are below 20 years of age and are graduates. bulk of the respondents are students and are unmarried earning Rs. 10,001 – Rs. 15,000 per month. Mode of payment reveals that majority i.e.70.00% of the respondents prefers simply the prepaid mode of payments. Period of usage identifies that majority (51.25%) of the respondents are using Airtel services for 2-3 years. Most (45.00 %) of the respondents have gained knowledge about Airtel 4G from their friends. Majority (75.50 %) of the respondents know about the recent offers available in Airtel network services. The study also reveals that consumers are satisfied with the services offered by their broadband operators. Occasionally, consumers face problems of poor network and slow downloading, but overall they are satisfied with the services offered to them by Airtel broadband.

The null hypothesis framed as there is no significant relationship between gender of the respondents and their overall customer satisfaction of Airtel 4G services which is analysed with the help of Mann Whitney U Test, it is rejected and it is concluded that there is a significant relationship between gender of the respondents and their overall customer satisfaction of Airtel 4G services. The null hypothesis framed as there is no significant relationship between the gender of the respondents and their overall customer satisfaction of Airtel 4G services which analysed with the help of Kruskal Wallis Test and the hypothesis is accepted, it is concluded that there is no significant relationship between the gender of the respondents and their overall customer satisfaction of Airtel 4G services.

CONCLUSION:

In the Modern World Communication is an essential part. Without communication people cannot run their work successfully. In digital era, cell phones are playing a vital role in the information and communication sector. The growing usage of cell phone is providing lot of opportunities to the customers. Though there are a huge number of network service providers, Airtel stands first only because as it satisfies the needs of the customers. In this regard Airtel 4G services have been awarded for providing speedy network services to the customer Airtel satisfies its customer in all the aspects .

SUGGESTIONS:

Numerous of the respondents are using Airtel prepaid services lone, hence the service provider may also make the customers to use the post paid services by giving offers. As many of the respondents feels that the IVR services of Airtel is very time intense, therefore limited procedures can be made to connect the services. The security system of the Airtel network services can be improved so that it may satisfy all the customers.

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