

CUSTOMER SATISFACTION TOWARDS AIRTEL 4G IN SIVAKASI

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ABSTRACT

Technological advancement in the mobile communication is attracting a wide range of users. This paper states the customer satisfaction towards Airtel 4G. Though there are more number of service providers in the market, Airtel is 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. Sivakasi 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 Sivakasi

Keywords: Airtel, 4G, Customer Satisfaction

1.1 INTRODUCTION

India 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, India's growth tempo has far exceeded that of numerous other markets, such as China and Thailand, which have taken more than five years to reach the figures India currently holds. The number of mobile phone subscribers in the country would exceed 50 million by 2005 and cross 300 million by 2010, according to Cellular Operators Association of India (COAI)

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). In cellular service, there are two main competing network technologies:

- ❖ Global System for Mobile Communication (GSM)
- ❖ Code Division Multiple Access (CDMA)

Understanding difference between 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. Sivakasi 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 Sivakasi

1.2 OBJECTIVES OF THE STUDY

The following are the main objectives of the study. They are:

- ❖ To know about the socio - economic profile of the respondents.
- ❖ To identify the various factors that influences the quality of Airtel 4G network services.
- ❖ To analyse the satisfaction level on Airtel 4G services.
- ❖ To offer suitable suggestions based on the finding of the study.

1.3 SCOPE OF THE STUDY

This study covers customers of Sivakasi. 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 Sivakasi

1.4 METHODOLOGY

The present study was based on primary data as well as secondary data .The data are collected from every possible sources .

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. The researcher has paid attention to reduces response error.

1.4.2 Secondary Data

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

1.5 SAMPLING DESIGN

In the present study, 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

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

1.7 TOOLS FOR ANALYSIS

A master table was prepared for entering the information of each respondent and small cross tables were also made from the master table for analysis. Besides, collected data were analysed by using relevant statistical techniques like:

- ❖ Percentage analysis
- ❖ Mann-Whitney U-test
- ❖ Kruskal-Wallis test

1.1 RESULT DISCUSSION

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	9	11.25
3.	Graduate	48	60.00
4.	Post graduate	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.

MODE OF PAYMENTS

The researcher has further analysed the modes of payment, these details are depicted in the Table 1.2

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 per cent of them prefers prepaid and remaining 30.00 per cent of them prefers the post-paid mode of payments.

It is found that most (70.00 per cent) 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 per cent of the respondents are using Airtel data services for 2-3 years, 20.00 per cent of the respondents are using Airtel data services for above 5year 17.50 per cent of the respondents are using Airtel data services for below 1years and remaining 11.25 per cent of the respondents are using Airtel data services for 3-5 years.

It is evident from the study that majority (51.25 per cent) 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 per cent of the respondents know about the Airtel network service through their friends, 25.00 per cent of the respondents know about the Airtel network service through their relatives, 22.50 per cent of the respondents know about the Airtel network service through their self-interest and remaining 7.50 per cent of the respondents know about the Airtel network service through their parents.

It is revealed that majority (45.00 per cent) 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 per cent of the respondents know about the recent offers available in Airtel network and remaining 22.50 per cent of the respondents do not know about the recent offers available in Airtel network services.

It is found that most (77.50 per cent) 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 per cent of the respondents are spending Rs.100- 200 per month, 27.50 per cent of the respondents are spending Rs.250-500 per month, 17.50 per cent of the respondents are spending Rs.50-100 per month and remaining 10.00 per cent of the respondents are spending above Rs.500 for monthly top-up.

It is evident that majority (45.00 per cent) of the respondents are spending Rs.100-200 per month.

MB USAGE A DAY

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

Table 1.7
MB Usage a Day

S. No	MB Used	No. of Respondents	Percentage
1.	Below 300 MB	22	27.50
2.	300-500MB	32	40.00
3.	500-700MB	10	12.50
4.	700MB- 1GB	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 per cent of the respondents are using 300- 500MB per day, 27.50 per cent of the respondents are using Below 300MB per day, 20.50 per cent of the respondents are using 500- 700MB per day and remaining 12.50 per cent of the respondents are using 700MB – 1 GB per day.

It is found that most (40.00 per cent) of the respondents are using 300-500 MB per day.

HYPOTHESIS - II

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 ender

Overall Customer Satisfaction of Airtel 4GServices	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 overall customer satisfaction of Airtel 4G Services
Mann-Whitney U-Test

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

Source: Computed Primary Data

From the above result. 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.

Hence 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 inferred 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: Computed 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 is found that the significant value for kurskal – wallis test is 0.060, which is less than the acceptable level of 0.05.

Hence, 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 is inferred that the opinion of customers do not differ on the satisfaction level of Airtel 4G Services.

FINDINGS

- 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.
- Mode of payment reveals that majority (70.00 per cent) of the respondents prefers only the prepaid mode of payments.
- Period of usage identifies that majority (51.25per cent) of the respondents are using Airtel services for 2-3 years.
- Most (45.00 per cent) of the respondents have gained knowledge about Airtel 4G from their friends.
- Majority (75.50 per cent) of the respondents know about the recent offers available in Airtel network services.

- From amount spend for top-up, it is evident that majority (45.00 per cent) of the respondents spend Rs.100-200 for Top-up for every month.
- MB usage a day reveals that most (40.00 per cent) of the respondents are using 300-500 MB per day.
- 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.

SUGGESTIONS:

- ✓ Many of the respondents are using Airtel prepaid services only, 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 consuming, 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.

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. Thus research state that airtel satisfies its customer in all the aspects and some suggestions are given based on the findings of the study, which can be useful for the Airtel for its development.

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