A Study On Customer Satisfaction Towards Airtel With Special Referenceto Dharampuri [District]

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ABSTRACT: The *project entitled "a study on customer satisfaction towards Airtel in dharampuri district" is carried out with an objective to determine the consumer preference and satisfaction. The primary objective of this study is to find out the consumer preference and satisfaction towards laptops with special reference to dharampuri. For distribution of questionnaire to the consumer convenience sampling method was used to select the customer and the survey was taken among those selected users. After collecting the data from the respondents it was analyzing using simple percentage method for analyzing the collected data.*

I.   INTRODUCTION

GSM (**Global System for Mobile Communications**, originally **GroupeSpécial Mobile**), is a standard set developed by the European Telecommunications Standards Institute (ETSI) to describe technologies for second generation (2G) digital cellular networks. Developed as a replacement for first generation(1G) analog cellular networks, the GSM standard originally described a digital, circuit switched network optimized for full duplex voice telephony. The standard was expanded over time to include first circuit switched data transport, then packet data transport via GPRS (General Packet Radio services). Packet data transmission speeds were later increased via EDGE (Enhanced Data rates for GSM Evolution). The GSM standard is more improved after the development of third generation (3G) UMTS standard developed by the 3GPP. GSM networks will evolve further as they begin to incorporate fourth generation (4G) LTE Advanced standards. "GSM" is a trademark owned by the GSM Association.Early European analogue cellular networks employed an uncoordinated mix of technologies and protocols that varied from country to country, preventing interoperability of subscriber equipment and increasing complexity for equipment manufacturers who had to contend with varying standards from a fragmented market.

II.   OBJECTIVES OF THE STUDY:

* To identify the operational performance of Airtel Prepaid Mobile user.
* To identify the satisfaction level of Customer Service provided by Airtel Prepaid Mobile user.

III.   RESEARCH METHODOLOGY :

Descriptive research design is used in this study. The research design indicates the methods of research i.e. method of information gathering into the methods of sampling and the sample size is 100.in this study Respondents were asked to reveal their agreeableness and disagreeableness for the statement whereas 5.HighlySatisfaction 4.Satisfaction 3. Neutral 2.dissatisfaction 1.Highly dissatisfaction. The research design is the frame work through which the various components of a research project are brought together: research question, literature review, data, analysis and data

IV.   REVIEW OF THE LITERATURE:

`Mukesh 2011 in their study analyzed that majority of the respondents have give favorable opinion towards the airtel brands but some problems exist that deserve the attention of the airtel customer. They need to bridge gap between the product promised and product offered. The overall customer's attitude towards airtel brands is that they are satisfied with the existing brands but still they want more brands to be provided. sumesh 2012in his Study analyzed that it is the youth which is the real growth driver of the technology industry in India. Considering this fact the paper is an attempt to gives as naps hot of how frequently young people use their airtel for several embodied functions of the airtel. .

V.   RESEARCH TOOLS:-

Percentage analysis, Chi-Square Tests bar diagram and pie charts are used in the analysis by using SPSS17.0 software package.

VI. Research Design

The research design is the basic framework or a plan for a study that guides the collection of data and analysis of data. In this market survey the design used is usedDescriptive Research Design. It includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of state of affairs, as it exists at present.

The information are collected from the individuals and analyzed with the help of different statistical tools, to find the satisfaction level of customer.

Moreover cross table analysis has been done for processing the data and information is derived to attain the objectives of the study.
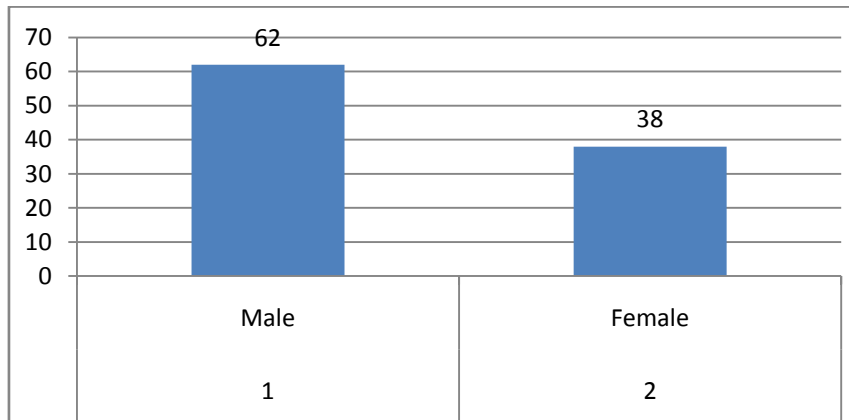
VII. ANALYSIS& INTERPRETATION:

1. AGE WISE DISTRIBUTION

s.no	Particulars	No. of respondents	Percentage of respondents
1	Below 20yrs	8	8%
2	21-30yrs	40	40%
3	31-40yrs	38	38%
4	41-50yrs	4	4%
5	Above50yrs	10	10%
	Total	100	100%
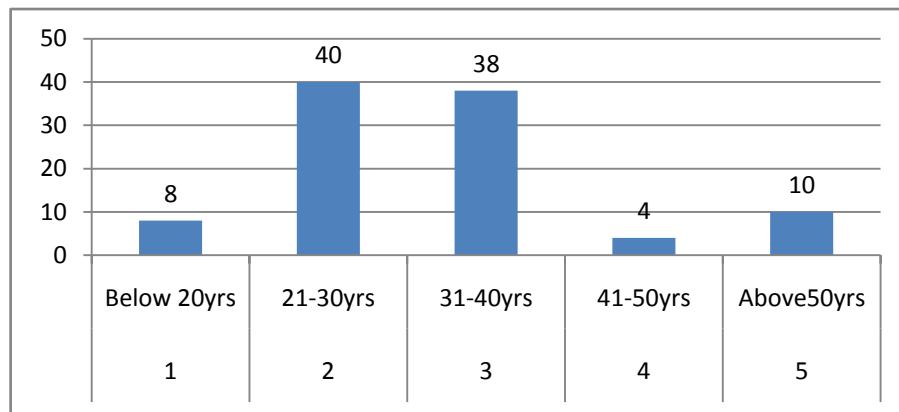
GENDER WISE CLASSIFICATION

s.no	Particulars	NO.of respondents	Percentage of respondents
1	Male	62	62%
2	Female	38	38%
	Total	100	100%

VIII. CHISQUQRE TEST:

ANALYSIS &INTERPRETATION:

age of the respondent * gender of the respondents Crosstabulation

Count

		gender of the respondents		Total
		male	Female	
age of the respondent	21-30yrs	35	0	35
	31-40yrs	30	0	30
	41-50yrs	20	5	25
	above50yrs	0	10	10
Total		85	15	100

Hypothesis:

Ho= there is no relationship between age and gender

H1=there is relationship between age and gender

Inference:

The above analysis resulted that the calculated value is greater than the table value (4.737 > .957).Accept the H1 Hence, there is relationship between the age and gender .

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.737[a]	9	.957
Likelihood Ratio	6.205	9	.719
Linear-by-Linear Association	.074	1	.586
N of Valid Cases	100	0	

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 1.50.

Degree of freedom = (Column-1) X (Row-1) = (4-1) X (3-1) = 3 X 2=6

Critical value for chi-square distribution 3'' = 4.737, calculated value .957

So calculated value is greater than table value (4.737 > .957). Hence, Accept the H1.

FINDINGS

- ❖ (40%) of the respondents are belong to 21-30 years of age group
- ❖ 62% of the respondents are belonging to male category

IX. SUGGESTIONS

Most of the respondents are satisfied with the services provided by Airtel Prepaid mobile User steps to be taken to make the customers more satisfied.Most of the customers are not aware of the phone plus facility, steps to be taken to create awareness about these facilities.It is inferred that most of the respondents are not much satisfied with the features of the phone provided by AirtePrepaid mobile User when compare to other private landline providers, significant weight age should be given by the Airtel Prepaid mobile UserFew of the respondents are satisfied with call connectivity. It is suggested to the company to give importance to that and make the entire customer to be satisfied.

X. CONCLUSION

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 user is analysed in this study.It is identified that the service provided by Airtel Prepaid mobile User is at satisfactory level to the respondent's .But most of the respondents are not satisfied with the features of the phone. Airtel Prepaid mobile User should focus on the promotional measures as equal to the private service providers to enhance their service activity to satisfy their customers.

BIBLIOGRAPHY

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