

A Study on consumer satisfaction towards Airtel Telecom Services In Greater Noida.

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ABSTRACT

The aim of this Study is to evaluate customer satisfaction from Airtel Telecom in comparison with the perspective of the customers themselves. From the perspective of the company it is necessary to know customer satisfaction, as it is reflected in the company's performance. Customers are better able to distinguish the highperforming companies from the low-performing ones, since the high-performing companies received better evaluation from customers. Any organization has to listen to its external customers and stakeholders. A number of studies have shown that the long-term success of a corporation is closely related to its ability to create and maintain loyal and satisfied customers, adapt to customer needs and changing preferences. In order to monitor customer satisfaction, and to take action for improving it, a number of different methods have been developed and tested.

In this Study we will be evaluating a study on Consumer satisfaction towards AIRTEL TELECOM SERVICES IN GREATER NOIDA.

Customer satisfaction can be addressed as a strategic business development tool and it does have a positive effect on an organization's profitability. Satisfied customers form the foundation of any successful business as customer satisfaction leads to repeat purchase, brand loyalty, and positive word of mouth. On the basis of our research, The objective of all customer satisfaction models is to provide results that are relevant, reliable, and valid and have predictive financial capability. Customer satisfaction research should be done with greatest care. Measuring customer satisfaction must be a continuously, consistent, timely, accurate and reliable process. This is where new customer satisfaction approach becomes a powerful strategic business development tool for organisation.

INTRODUCTION OF THE COMPANY

Bharti Airtel Limited is an Indian worldwide broadcast communications administrations organization situated in New Delhi, India. It works in 18 nations across South Asia and Africa. Airtel gives GSM, 3G and 4G LTE versatile administrations, fixed line broadband and voice administrations relying on the nation of activity. The organization positions among the best three portable administrators around the world and its versatile organization covers a populace of more than two billion individuals. It is the biggest portable organization administrator in India and the second biggest in Africa. Toward the finish of September 2020, Airtel had approx. 440 mn clients across its tasks.

Telecom Company, Bharti Airtel is the lead organization of Bharti Enterprises. The organizations at Bharti Airtel have been organized into three individual key specialty units (SBU's).

1. Mobile services
2. Broadband and telephone services (B&T)
3. Enterprise services
4. DTH services

Bharti is the leading cellular service provider, with an all India footprint covering all 23 telecom circles of the country. It has over 25 million

LITERARURE REVIEW

Company's first task is to make clients, however today clients face a huge swath of item and Brand decisions, costs and providers. We accept that client's estimate which offer will convey the most worth. Our reason is that purchasers will purchase from the firm they see to offer the most elevated conveyed client worth and complete client cost.

Client conveyed esteem = (Total Customer esteem – Total Customer cost).

Complete client esteem is the heap of advantages clients anticipate from a given item or assistance. Complete client cost is the heap of costs clients hope to bring about in assessing. Numerous organizations are focusing on high fulfillment since clients who are simply fulfilled actually discover simple to switch when better offer tags along. The individuals who are exceptionally fulfilled are considerably less prepared to switch. High fulfillment or joy makes a liking with the brand not simply a judicious inclination. The outcome is high client faithfulness. A portion of the present best organizations are raising assumption and conveying execution to coordinate. These organizations are focusing on TCS (Total Customer Satisfaction).

RESEARCH METHODOLOGY

Methodology is an approach to efficiently take care of the exploration issue. It could be perceived as a study of concentrating how examination is done logically. Research Methodology is a bit by bit investigation of an issue. Proactive tasks engaged with the examination were:

- Developing the questionnaire in regards to the consumer loyalty of the item
- Optimum respondents as an example of sample size are picked for the movement to take after the whole population.
- Get the questionnaire filled by the clients in the spot through meeting or individual communication.
- Analysis of information on PCs with a unique statistical surveying measurable bundle called SPSS.

In this research survey is outlined in such a manner the board needs to realize how the clients are taking things that they had done to them and to discover the assumption for the clients accordingly it will affect in arrangement making of the firm in the current monetary year.

The survey planned had closed just as open finished inquiries to discover the respondents real emotions just as their assessment rating about the fulfillment with respect to the item.

The methodology followed for leading the investigation incorporates the detail of research design, sample design, data collection, information

collection and statistical tool for examining the gathered information and the translations drawn from it.

SAMPLING DESIGN AND TECHNIQUE USED FOR STUDY

TARGET POPULATION: - Consumers of Airtel are the target population for this survey. Greater Noida is the only area where the target population can be found.

SAMPLE SIZE: - As mentioned earlier, the sample comprised of 100-120 relevant individuals in various places. During the operations, the search process was conducted by virtually communicating with a variety of customers.

STATISTICAL TOOL USED: - SPSS is the primary statistical instrument used in this project for data collection, study, and explanation.

COLLECTION OF DATA THROUGH QUESTIONNAIRES

This technique for information collection is very famous, especially if there should be an occurrence of large enquiries. It is being embraced by private individuals, research workers, private and public associations and even by governments. In this strategy questionnaire is sent (usually by post) to the people worried with a request to address the inquiries and return the survey. The questionnaire is given to respondents who are required to peruse and comprehend the inquiries and record the answer in the space implied for the reason in the actual survey. The respondents need to address the inquiries all alone. The benefits guaranteed in the interest of this strategy are as per the following:

- It is liberated from the bias of the questioner; answers are in the respondent's own words.
- Respondents have sufficient chance to offer thoroughly examined responses.
- Respondents, who are not effectively agreeable, can likewise be reached helpfully.
- Large tests can be utilized and in this way the outcomes can be made more trustworthy and dependable.
- Low rate of return of the properly filled in questionnaire; bias because of no-reaction is regularly vague. It tends to be utilized just when respondents are taught and participating

PURPOSE OF STUDY

The consumer durable market has grown considerably in the last few years in India. With the growth, the level of competition has grown with the entry of new players & existing players expanding

their product portfolio. Literally every day companies come up with new attractive offers to grab the better share of the market. The challenge is not only to get the new customer but also to continue with the existing customers.

The objectives are:

- Identify the Dealer as well as Consumer perception about the Airtel products with respect to its competitors.
- To suggest some differentiating strategies like (Product differentiation strategy, Price differentiating, Service differentiating,

Channel Differentiation) to stay ahead in competition for Airtel.

To identify the factor affecting the purchasing decision like (price, promotion, Advertising)

- To identify the aesthetics and USP's of other competitive brands.

DATA ANALYSIS AND INTERPRETATION

Objective 1: To analyze the relation between the duration of using Airtel and feeling about the network coverage.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
How long have you been the customer of Airtel? * What do you feel about the network coverage?	120	100.0%	0	0.0%	120	100.0%

How long have you been the customer of Airtel? * What do you feel about the network coverage?

Crosstabulation

Count

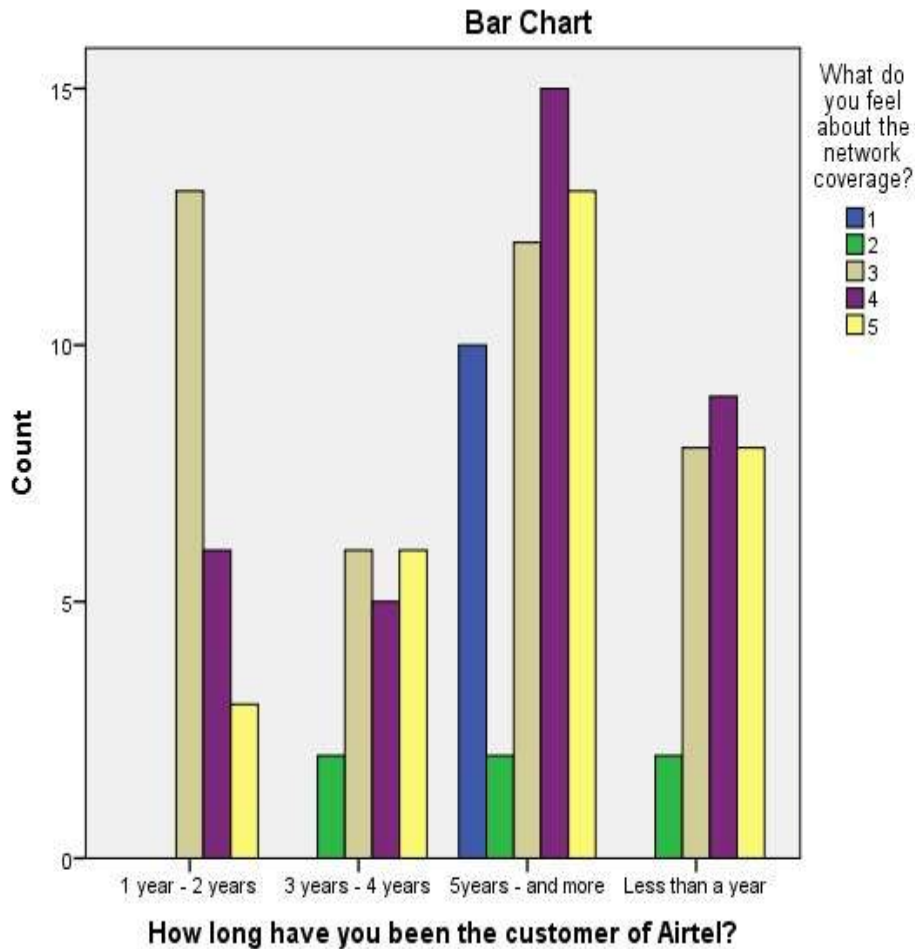
		What do you feel about the network coverage?					Total
		1	2	3	4	5	
How long have you been the customer of Airtel?	1 year - 2 years	0	0	13	6	3	22
	3 years - 4 years	0	2	6	5	6	19
	5years - and more	10	2	12	15	13	52
	Less than a year	0	2	8	9	8	27
Total		10	6	39	35	30	120

Chi-Square Tests

	Value	df	Asymptotic Significance (2sided)

Pearson Chi-Square	24.009 ^a	12	.020
Likelihood Ratio	27.850	12	.006
N of Valid Cases	120		

a. 9 cells (45.0%) have expected count less than 5. The minimum expected count is .95.



INTERPRETATION: Stating the null hypothesis (H0) = There is no association between the duration of using Airtel and feeling about the network coverage.

Since level of significance(p)>0.05, we conclude that there is no association between the duration of using Airtel and feeling about the network coverage.

Objective 2: To analyze the relation between the package in use and satisfaction from it.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent

What package are you using? * Are you satisfied with the selected package?	120	100.0%	0	0.0%	120	100.0%
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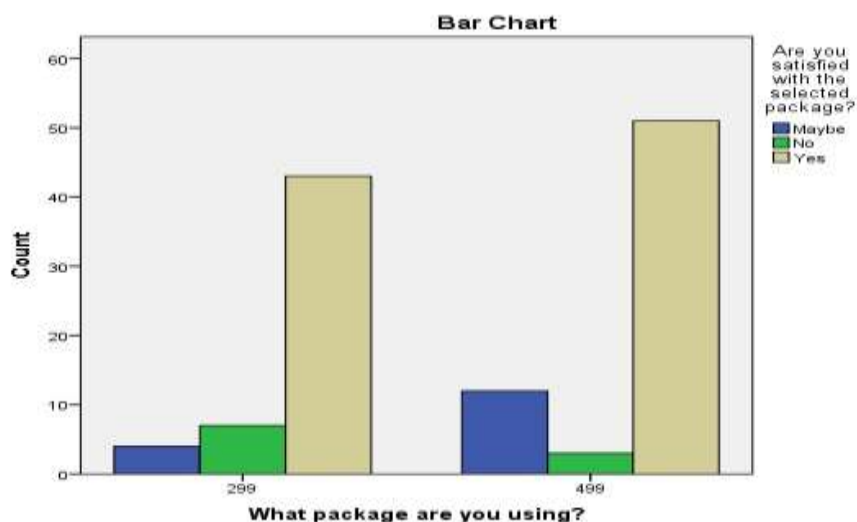
What package are you using? * Are you satisfied with the selected package? Crosstabulation Count

		Are you satisfied with the selected package?			Total
		Maybe	No	Yes	
What package are you using?	299	4	7	43	54
	499	12	3	51	66
Total		16	10	94	120

Chi-Square Tests

	Value	df	Asymptotic Significance (2sided)
Pearson Chi-Square	5.132 ^a	2	.077
Likelihood Ratio	5.311	2	.070
N of Valid Cases	120		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 4.50.



INTERPRETATION: Stating the null hypothesis (H0) = There is no association between the package in use and the satisfaction from it.

Since level of significance(p)>0.05, we conclude that there is no association between the package in use and the satisfaction from it.

Objective 3: To analyze the relation between problems faced by people (if any) and the solution by the support desk.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Have you ever faced problems related to services of Airtel? * Were the problem resolved by the support desk?	120	100.0%	0	0.0%	120	100.0%

Have you ever faced problems related to services of Airtel? * Was the problem resolved by the support desk? Crosstabulation

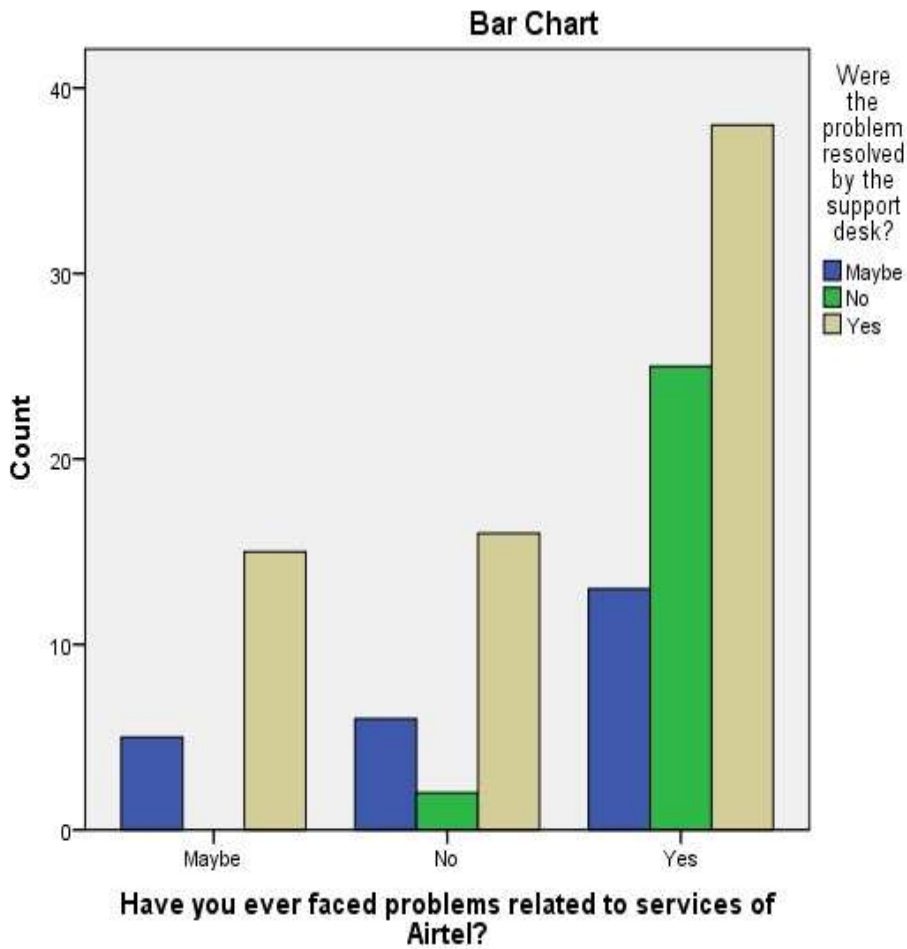
Count

		Were the problem resolved by the support desk?			Total
		Maybe	No	Yes	
Have you ever faced problems related to services of Airtel?	Maybe	5	0	15	20
	No	6	2	16	24
	Yes	13	25	38	76
Total		24	27	69	120

Chi-Square Tests

	Value	df	Asymptotic Significance (2sided)
Pearson Chi-Square	13.318 ^a	4	.010
Likelihood Ratio	17.944	4	.001
N of Valid Cases	120		

a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is 4.00.



INTERPRETATION: Stating the null hypothesis (H0) = There is no association between problems faced by people (if any) and the solution by the support desk.
 Since level of significance(p)>0.05, we conclude that there is no association between problems faced

by people (if any) and the solution by the support desk.

Objective 4: To analyze which Airtel scheme is preferred by the customers.

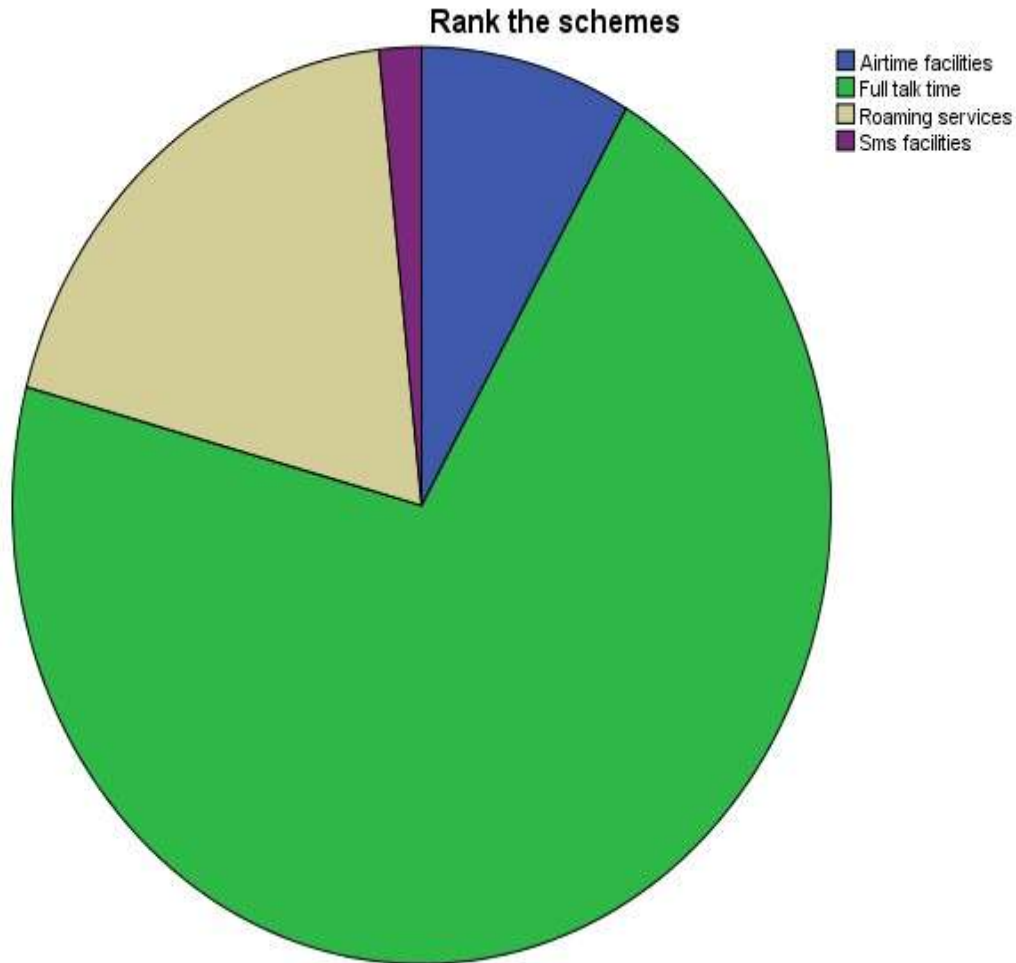
Statistics
 Rank the schemes

N	Valid	120
	Missing	0

Rank the schemes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Airtime facilities	10	8.3	8.3	8.3
	Full talk time				
	Roaming services	85	70.8	70.8	79.2

SMS facilities	23	19.2	19.2	98.3
Total	2	1.7	1.7	100.0
	120	100.0	100.0	



INTERPRETATION: The most preferred scheme is Full talk time scheme with 70.8% preference followed by Roaming services, Airtime facilities and SMS facilities.

Objective 5: To analyze the overall satisfaction of customers from the services offered to them by Airtel.

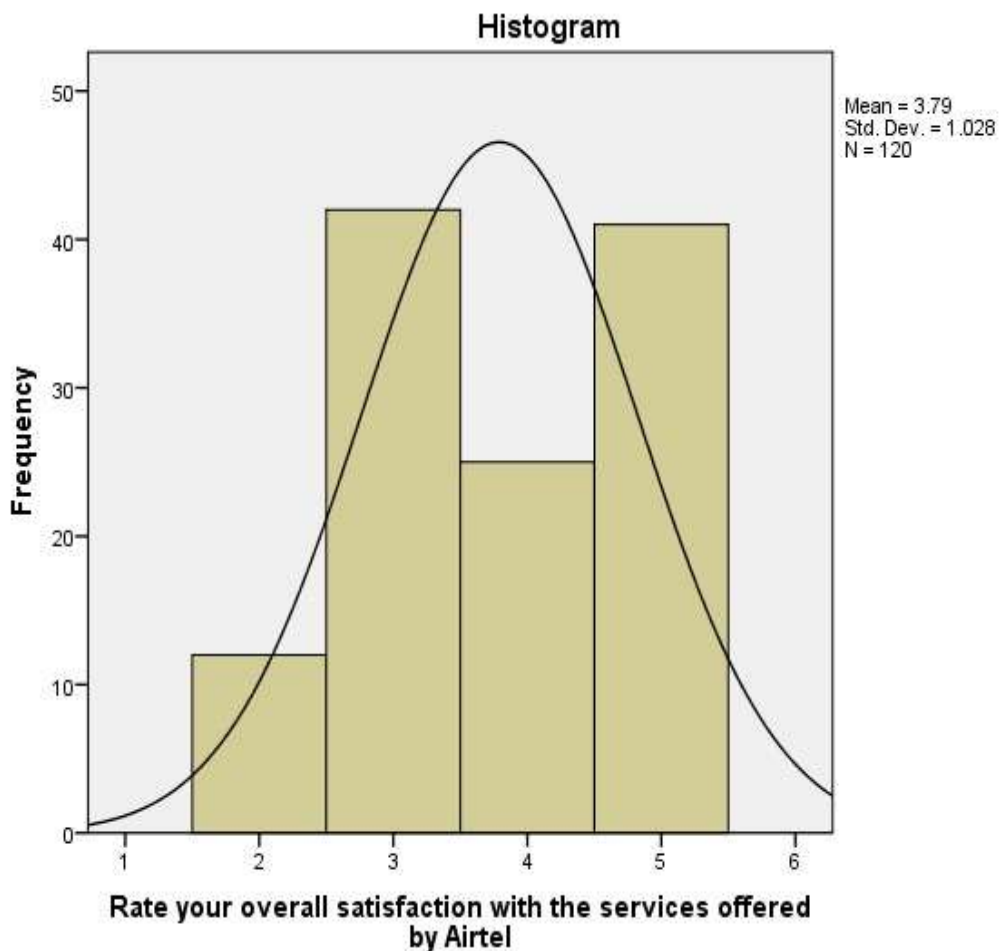
Statistics

Rate your overall satisfaction with the services offered by Airtel

N	120
Valid	
Missing	0

Rate your overall satisfaction with the services offered by Airtel

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	12	10.0	10.0	10.0
3	42	35.0	35.0	45.0
4	25	20.8	20.8	65.8
5	41	34.2	34.2	100.0
Total	120	100.0	100.0	



INTERPRETATION: Majority of sample (35%) is satisfied with the support desk service on the scale of 3, followed by scale 5,4 and 2. The option of scale 1 was chosen by none.

SCOPE OF THE STUDY

- Before a company can formulate marketing campaigns, it must first comprehend what conditions affect shoppers' behavior and how they make purchasing choices to meet their expectations and desires.
- This study aims to gather knowledge about customer psychology against Airtel, assisting Airtel in better understanding customer behavior and designing strategies that will help them grow their company.
- The study shows what the customers take into consideration before buying any Airtel product.
- The study shows how any organization can retain and sustain customers.
- The purpose is to study behavior of consumers and develop strategies that can help to increase the market share of Airtel.

OBJECTIVES OF THE STUDY

Customer satisfaction is a complex aspect with varied dimensions; the following parameters were identified as the objectives of the study:

- To analyze the relation between the duration of using Airtel and feeling about the network coverage.
- To analyze the relation between the package in use and satisfaction from it.
- To analyze the relation between problems faced by people (if any) and the solution by the support desk.
- To analyze which Airtel scheme is preferred by the customers.
- To analyze the overall satisfaction of customers from the services offered to them by Airtel.