

## COMPARATIVE STUDY ON CUSTOMER SATISFACTION OF AIRCEL & AIRTEL IN PERAMBALUR TOWN, TAMIL NADU, INDIA



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### **ABSTRACT**

*Every human being is a consumer of different produces. If there is no consumer, there is no business. Therefore, consumer satisfaction is very important to every business person. The consumer satisfaction after purchase depends on the product performance in relation to his/her expectations. Customers feelings, by assessing their expectation level, about the SMS, Consistence, Attendance, Call quality, Added value, Call charge, Coverage, among others. Finally, the overall customer satisfaction was solicited. The present study deals with comparative study on customer satisfaction of Aircel & Airtel in Perambalur Town, Tamil Nadu, India. Descriptive research is followed in this research. The present study conducted on equally 50 customers from Aircel and Airtel. Totally 100 sample consisted and hypothetical finings indicates that there is highly significant difference between Aircel & Airtel and their overall customers satisfaction.*

**Keywords:** Aircel & Airtel, Customers satisfaction, Mobile Service Provider

### **INTRODUCTION**

“Satisfaction is a person’s feeling of pleasure or disappointment resulting from comparing a product’s performance (outcome) in relation to his or her expectation” (Kotler and Kevin, 2006). Customer satisfaction makes the customers loyal to one telecommunication service provider. Previous researchers have found that

satisfaction of the customers can help the brands to build long and profitable relationships with their customers (Eshghi et al., 2007). Though it is costly to generate satisfied and loyal customers but that would prove profitable in a long run for a firm (Anderson et al., 2004). Therefore a firm should concentrate on the improvement of service quality and charge appropriate fair price in order to satisfy their customers which would ultimately help the firm to retain its customers (Gustafsson et al., 2005). It is a common phenomenon that the services a network offers and the price it charges actually determine the level of satisfaction among its customers, than any other measure (Turel et al. 2006). Customer's involvement is also important as when buyer consider the product important and invests time to seek information then it ultimately enhances the satisfaction level (Russell-Bennett et al., 2007). Any business is likely to lose market share, customers and investors if it fails to satisfy customers as effectively and efficiently as its competitors is doing (Anderson et al., 2004). To raise the service satisfaction level & to ensure good service quality Telecom Regulatory Authority of India (TRAI) has put up several benchmarks. The need is to compare the observed data against these benchmarks in order to understand the service satisfaction level.

## REVIEWS OF LITERATURES

Samuel (2002) observed that most of the respondents consider size, quality, price, instrument servicing are an important factors for selecting the handset while majority of the respondents are satisfied over the payment system, quality of services, coverage area and the process of attending the complaints regarding their mobile service provider.

According to Rajpurohit and Vasita (2011), customer satisfaction is the level of a person's felt state resulting from comparing a product's perceived performance (outcome) in relation to the person's expectations. This means that satisfaction is the gap between what customer is currently enjoying as against its expectations.

Debarun Chakraborty (2013), in his article determined the customer satisfaction & expectation towards a telecommunication company in West Midnapore which is a district of West Bengal. A descriptive study was conducted to achieve the objectives. In total 250 respondents filled a well-structured questionnaire having a list of statements pertaining to products, services & facilities provided by the service provider. Results reveal that the dimensions which influence the satisfaction level of customer's are: Core services (like good coverage, good connectivity and network quality) and call rate. Further results show that there is a significant relation between the brand name and the preference of customers. Hence, it has been recommended that telecom companies should focus on connectivity, call rate, coverage and network quality.

Kavitha et al (2013), in their article titled “A study on Customer satisfaction towards Vodafone sim card special reference in Madurai city” determined the consumer satisfaction on Vodafone service providers’ services in Madurai district and to find out the consumers mentality towards using the services. The research type used in this study is descriptive research. Data were collected by survey method through structured questionnaire with both opened and closed ended questions. For distribution of questionnaire to the consumer convenience sampling method was used to select the customers and the survey was taken among those selected users. After collecting the data from the respondents it was analyzed using Simple Percentage and Chi-Square Tests method used for analyzing the collected data.

Sudheesh et al (2015) Customer satisfaction is the degree of satisfaction provided by the goods or services of a company as measured by the number of repeat customers. The main objective of the study is to compare the services rendered by Airtel and Vodafone. Descriptive research is followed in this research. The population includes the respondents who are the users of both Airtel and Vodafone services, located at Avadi. The samples (i.e. sample size 50) were selected among the users of both Airtel and Vodafone, located at Avadi for this research. The major findings of the study, satisfaction level of customers are average with respect to tariff, service coverage, data plan, compatibility and other factors ranging from 3.00 to 3.65. From the research, it is concluded that the demographic variables such as age group, gender and occupation are having no impact on the factors of customers’ satisfaction. The research outcome also indicates that, most of the customers were satisfied towards Airtel and Vodafone with respect to the chosen factors.

## **OBJECTIVE OF THE STUDY**

- To know the socio-demographic variables of Aircel and Airtel users in Perambalur Town
- To find out the difference between Aircel and Airtel users satisfaction
- To suggest suitable measures for their network service providers

## **METHODOLOGY AND SAMPLING**

Survey research design was used in order to have a comprehensive overview of the variables under examination. Tariff, network coverage, quality service delivery and connectivity represent the independent variables (x); while customers’ satisfaction indicates dependent variable (y). Primary data was used while a self developed structured questionnaire was administered on the respondents.

Five point Likert Scale ranging from 1.Strongly Disagreed, 2.Disagreed, 3.Undecided, 4.Agreed and 5.Strongly Agreed was used to measure responses from respondents. Customers feelings, by assessing their expectation level, about the SMS, Consistence, Attendance, Call quality, Added value, Call charge, Coverage, among others. Finally, the overall customer satisfaction was solicited.

The present study deals with comparative study on customer satisfaction of Aircel & Airtel in Perambalur Town, Tamil Nadu, India. The present study conducted on equally 50 customers from Aircel and Airtel. Totally 100 sample consisted and hypothetical finings indicates that there is highly significant difference between Aircel and Airtel and their overall customers satisfaction.

## DATA ANALYSIS AND INTERPRETATION

**Table No – 1. Socio-demographic variables of the respondents**

Variables	Aircel		Airtel	
	<i>f</i>	%	<i>f</i>	%
<b>Age</b>				
Below 25yrs	9	18	7	14
26 to 35yrs	16	32	23	46
36yrs & above	25	50	20	40
<b>Total</b>	<b>50</b>	<b>100</b>	<b>50</b>	<b>100</b>
<b>Gender</b>				
Male	19	38	14	28
Female	31	62	36	72
<b>Total</b>	<b>50</b>	<b>100</b>	<b>50</b>	<b>100</b>
<b>Marital status</b>				
Married	32	64	39	78
Unmarried	18	36	11	22
<b>Total</b>	<b>50</b>	<b>100</b>	<b>50</b>	<b>100</b>
<b>Occupation</b>				
Students	7	14	6	12
Housewives	24	48	26	52
Employed	11	22	8	16
Others	8	16	10	20
<b>Total</b>	<b>50</b>	<b>100</b>	<b>50</b>	<b>100</b>

*Source: Primary data*

The above frequency table indicates socio-demographic profile of mobile users. Half (50%) of Aircel users are in the age group of 36yrs & above. Nearly half (46%) of Airtel users are in the age group of 26 to 35yrs.

Majority (62%) of Aircel, 72% of Airtel users are females. Majority (64%) of Aircel, 78% of Airtel users are Married. Half (48%) of Aircel, 52% of Airtel users are housewives.

**Table No – 2. ‘t’ test difference between users of Aircel & Airtel and their overall customers satisfaction**

Overall customers satisfaction	n	Mean	S.D	t	Df	Statistical inference
Aircel	50	28.46	0.087	21.072	98	0.000<0.05 Significant
Airtel	50	24.01	1.124			

*Research hypothesis (H<sub>1</sub>):* There is a significant difference between users of Aircel & Airtel and their overall customers’ satisfaction.

The above ‘t’ test found that mean and S.D values are Aircel users 28.46±0.087 and Airtel users 24.01±1.124. So there is highly significant difference between users of Aircel & Airtel and their overall customers’ satisfaction (t=21.072 p<0.05). Hence, the calculated value less than table value. Based on hypothetical findings research hypothesis (H<sub>1</sub>) is accepted.

## LIMITATIONS OF THE STUDY

The study is conducted on Airtel and Aircel located at Perambalur Town with each 50 respondents. The convenient sampling unit chosen is Airtel and Aircel stores located in Perambalur Town, the survey result may vary in other locations, based on the kind of services provided at other stores. The respondents’ response may have the bias, which may not give true picture about the chosen research topic.

## CONCLUSION & RECOMMENDATIONS

Through the research paper entitled, “A Comparative study on Customer satisfaction of Aircel & Airtel in Perambalur Town, Tamil Nadu, India”, it is concluded that the variables such as age group, gender etc. are having less impact on the factors of customers satisfaction. The research outcome also indicates that, most of the customers were satisfied towards Aircel & Airtel with respect to the chosen factors. This study also indicates that the customers’ satisfaction is comparatively slight advanced with in Aircel than Airtel.

It is recommended that the types of plan those company’s having real well relation each other and since should concentrate on continuing with providing similar kind of plans. Mobile phone service providers should give more attention on improving their connectivity. Since reasonably number of customers in the state passion

about low tariff rate therefore, concerted effort should be made by management to be flexible on the tariff. Management should consistently scan the business environment through listening to customers' complaints or comments and comparison with competitors in the market to discover particular marketing tools that give desirable results.

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