



A STUDY ON CONSUMER PREFERENCE TOWARDS AIRTEL NETWORK IN MADURAI CITY

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ABSTRACT:

The study is entitled as A Study on Consumer Preference Towards Airtel Network in Madurai City In India, Airtel is the moment biggest supplier after JIO Ltd versatile phone and moment biggest supplier of settled phone in India and is additionally a supplier of broadband and membership tv benefit. It is the moment biggest versatile arrange administrator in India and the largest mobile organize character within the world with over 438.04 Million endorsers. Media transmission is the helped transmission over a remove for the reason of communication. In present day times, media transmission regularly includes the utilize of electronic gadgets such as the telephone, TV, radio or computer. Good Training may be a to realize increasingly. The most objective of the study was to know how the clients of AIRTEL Broadband see its Administrations in Madurai City are fulfilled with the administrations given by Airtel additionally attempt to distinguish the variables influencing the inclinations of the clients Comes about uncover that the measurements which impact the fulfillment level of clients are: Center administrations (like great scope, great network and organize quality) and call rate.

KEYWORDS:

BROADBAND, CUSTOMER FULFILLMENT, NETWORK, ENERGIZES, CUSTOMER DESIRE.

1.1 INTRODUCTION

The study is entitled as A Study on Consumer Preference Towards Airtel Network in Madurai City In India, Airtel is the moment biggest supplier after JIO Ltd versatile phone and moment biggest supplier of settled phone in India and is additionally a supplier of broadband and membership tv benefit. It offers its telecom administrations beneath the Airtel brand and is dealt with by Sunil Bhart Mittal. Bharti Airtel Constrained (commonly abbreviated to Airtel and Smart Airtel) is an Indian worldwide broadcast communications benefit company based in Modern Delhi. It works in 20 nations over south Asia and Africa. Airtel suppliers GSM, 3G, AG, LTE versatile benefit Settled line broadband and voice benefit depending upon the nation of operation. Airtel has moreover raised its VOLTE Innovation Over ALL Indian phone circles but Jammu and Kashmir and Andaman and is likely to dispatch in these circles before long. It is the moment biggest portable organize administrator in India and the largest mobile arrange character within the world with over 438.04 Million supporters. Media transmission is the helped transmission over a remove for the reason of communication. In cutting edge times, media transmission regularly includes the utilize of electronic gadgets such as the telephone, tv, radio or computer. Good Training could be a to realize increasingly. Any preparing action ought to be objective situated and really pointed at making strides quality of work, laborer, and work environment. Preparing

given by the Telecom monster Airtel is to create individual proficient aptitudes of the trainees' demeanor. Keeping tall shopper request into thought, many major players like Airtel, BSNL, Dependence, Aircel, Vodafone, Tata Indicom etc. have propelled their administrations within the advertise. India, the second most populated nation within the world, is set to realize another turning point of having one billion wireless connections and will gotten to be the moment biggest gather of versatile phone clients within the world, following as it were to China. In less than fifteen a long time prior, versatile phones were considered to be uncommon and costly pieces of hardware utilized by rich individuals, but presently they have gotten to be a common house-hold item.

1.2 STATEMENT OF PROBLEM

In this cutting-edge time, everyone is utilizing flexibility. Without a flexible phone, no one can lead their life. From this time forward in this examination, it is locked in on the utilization level of Airtel flexible organizations and how it is profitable to think almost the slant of brand and excess how to recognize the fulfillment level of the clients by the utilize of Airtel flexible organizations. Airtel moreover presents energizing offers to draw in clients. Here, a think about is centered on the utilization level of Airtel versatile administrations to degree the inclination of the client and how it is valuable to know almost the brand additionally how to recognize the fulfillment level of the clients by the

utilization of Airtel versatile administrations and its impact on the level of client fulfillment.

1.3 REVIEW OF LITERATURE

S.Aravind Sinha (2010): “ A case study on Airtel broadband connection”, India leading provider of state-of-the art telecommunications services is the power behind Airtel broadband services India Bharti Airtel as the company is known to directly manage three lines of business under its subgroup. Airtel is offering different broadband plans based on the customer requirement (i.e) unlimited plans on different broadband speeds and along with the internet connection they do offer a landline phone which can be used at call charges of 1rs pulse rate.

Arun Prasath R. and Vijayadurai J. (2016), in their study on ‘A Study on Consumer Attitude towards Mobile Phone Service Providers in Tamil Nadu’ examined the consumers’ attitude towards various services offered by mobile service providers. They found that prepaid SIM cards were bought by the majority of the respondents. Value added services in Airtel and Vodafone have satisfied the respondents to a greater extent.

1.4 OBJECTIVES

The following are the important objectives of the study.

- To study the customer influencing factors on Airtel in Madurai city.
- To identify the clients' relationship with the Airtel Brand.
- To identify the satisfaction level of the customers by the usage of Airtel mobile services.

1.5 RESEARCH DESIGN

Since, the study was concerned with Preference towards Airtel Network in Madurai City. The researcher obtains the list of respondents in Madurai City. A sample size taken up for the study is limited to 80 respondents in Madurai City. However much care was taken that all classes of respondents were covered by using convenient sampling under non-random sampling method.

1.5.1 METHODS OF DATA COLLECTION:

A scientific approach to the research methodology is very much essential to evaluate the research problem systematically. Data for study were collected through the primary and secondary sources.

A) PRIMARY DATA:

The primary data has been collected directly from the customer of Madurai City through a well designed questionnaire.

B) SECONDARY DATA:

The secondary data were collected from records of journals, periodicals, research articles, magazines, reports, newspapers, encyclopaedia and websites.

1.5.2 TOOLS FOR RESEARCH

For Analyzing the data Simple Percentage analysis was applied.

1.6 DATA ANALYSIS

The responses of the customers are values in this analysis to find the satisfaction of the product. The percentage analysis gives the percentage of the respondent's satisfaction with regards to the various components which drives them to buy the product.

1.6.1 DEMOGRAPHIC PROFILE

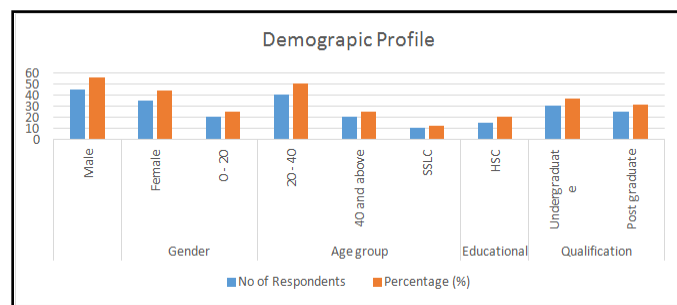
TABLE: 1 DEMOGRAPHIC PROFILE

S.NO	VARIABLES	NO OF RESPONDENTS	PERCENTAGE (%)
1.	Gender	Male	45
		Female	35
2.	Age group	0 - 20	20
		20 - 40	40
		40 and above	20
3.	Educational Qualification	SSLC	10
		HSC	15
		Undergraduate	30
		Post graduate	25

Source: Primary data

It could be seen from the above table that out of 80 respondents, 56 per cent of the respondents were males and 44 percent of them were females. It can be seen that the majority of the respondents were males. After dividing the respondents on the basis of gender, they are further divided according to their age. 25 per cent of the respondents came under the age group of 0 -20 years and 50 per cent of the respondents came under the age group of 20 – 40 years and only 25 percent of them were in the age group of 40 and above. Majority of the respondents were 20 – 40 age in the study. Based on the education, 12 per cent are SSLC, 20 per cent are HSC, 37 percent are undergraduate and postgraduate 31 percent. Majority of the respondents were Under graduates in the study.

FIGURE: 1 DEMOGRAPHIC PROFILE



1.6.2 SERVICES OF AIRTEL

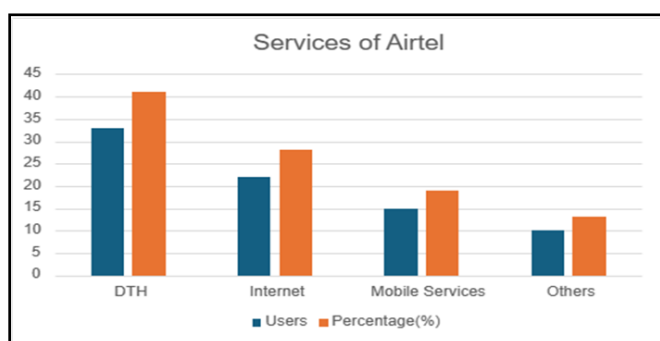
TABLE: 2 SERVICES OF AIRTEL

USAGE	USERS	PERCENTAGE(%)
DTH	33	41
Internet	22	28
Mobile Services	15	19
Others	10	13
Total	80	100

Source: Primary data

From the above table it is found that 41 percent of the respondents use DTH in Airtel mobile where as least used by others by 13 per cent. It is concluded that the majority of the respondents have DTH to use Airtel Services.

FIGURE: 2 SERVICES OF AIRTEL



1.6.3 OCCUPATION

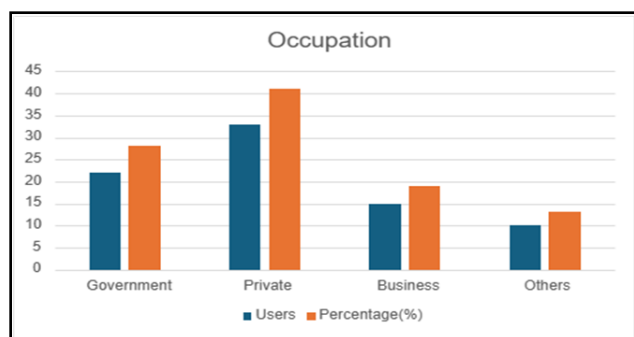
TABLE: 3 OCCUPATION

OCCUPATION	USERS	PERCENTAGE(%)
Government	22	28
Private	33	41
Business	15	19
Others	10	13
Total	80	100

Source: Primary data

The above table shows that 41% of the students use the Airtel and 13 percent of the respondents were others. It is concluded that the majority of the respondents were private employees.

FIGURE: 3 OCCUPATION



1.7 FINDINGS

- ❖ 56 percent of the respondents were males
- ❖ 69 percent of the respondents were lying under the age group of 20 – 40
- ❖ 37 percent of the respondents were under graduate.
- ❖ 41 percent of the respondents used DTH services through Airtel.
- ❖ 28 percent of the respondents used Private employees.

1.8 CONCLUSION

Airtel could be a fruitful brand in India giving & client fulfilment is to be their fundamental rationale, giving Web get to on the move as individuals are more subordinate on it in their day by day lives like wide network and great 3G administrations. Giving clients fulfilment is the foremost vital step of the company as they are to be fulfilled and gives Web get to on the move such as Wide organize and great 3G administrations as they are important and innovation progressed stuff required by nearly everyone in today's environment, Airtel could be a brand and an awfully successful brand in India and abroad and one of the foremost effective brands still to date. It has clog free & wide arrange, interesting esteem included & client administrations to cover one of the largest zones. From the subtle elements it can be concluded that 70% of Airtel clients favored to stay with Airtel. Moreover a great number of clients who were willing to switch from their individual endorsers appeared intrigued in Airtel. Consequently, these measurements suggest a bright future for the company. Moreover the company is utilized primarily by administrators who need wide scope for their operations but the issues of client fulfilment still holds on with the company as a result its missing unused clients.

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