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## **A Study on Customer Satisfaction towards Bharti Airtel & Vodafone with Reference to Dindigul City**

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### ABSTRACT

Consumer satisfaction is the degree of pride provided by using the goods or offerings of an organisation as measured by means of the wide variety of repeat of customers. The main objective of the take a look at is to study the services reduced by means of Airtel and Vodafone descriptive research is complemented in this studies. The populace consists of the respondents who are the customers of each Airtel and Vodafone offerings, located at Dindigul city. The samples size is 303 had been selected among the customers of each Airtel and Vodafone located at Dindigul city for this studies. The most important findings of the study, pleasure degree of customers are average with admire to tariff, carrier insurance, statistics plans. From the research, it's far concluded that the demographic variables such as age organization, gender and occupation are having no effect at the factors of customers' delight. The studies final results also indicates that, maximum of the customers had been happy in the direction of Airtel and Vodafone with admire to the selected elements.

**Key words:** Airtel, Vodafone, Reliance, Consumer, Respondents, city, Dindigul.

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### INTRODUCTION

Customer pleasure is the diploma of delight furnished by using the goods or offerings of an organisation as measured through the wide variety of repeat Customers. Pleasure survey is a system of coming across whether or not a business enterprise's customers are satisfied or happy with the products or services received from the enterprise. It can be performed face to face, over the smartphone, thru email or net, or on handwritten bureaucracy. Consumer solutions to questions are then used to research whether or no longer modifications want to be made in commercial enterprise operations to growth ordinary satisfaction of customers. It is described as "the range of customers, or percent of total customers, whose mentioned revel in with a firm, its products, or its services exceeds distinct delight desires. In a competitive market wherein groups compete for customers, customers' pleasure is seen as a key differentiator and more and more has emerge as a key element of commercial enterprise method. The motive of this observe is to evaluate purchaser delight closer to airtel and Vodafone services. More specifically, the point of interest is on analyzing the grouped effect of the elements on Customers delight.

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### HISTORY OF VODAFONE

Vodafone India (previously Vodafone essay Ltd, Hutchison essay Ltd) turned into the Indian subsidiary of united kingdom-primarily based Vodafone organization p.v and turned into a provider of telecommunications offerings in India with its operational head office in Mumbai. As of march 2018, Vodafone india had a marketplace percentage of 21% and with its merger with idea, the collective Vodafone idea network has about 375 million subscribers and is the 0.33 largest mobile telecommunications community in india Hutchison max telecom Ltd. (HMTL), a joint venture between Hutchison shampoo and the max organization, became set up on 21 February 1992. The license to function in Mumbai (then Bombay) circle changed into offered to Hutchison max via the branch of telecommunications in November 1994. The cell carrier branded "max touch" become launched the same year. Hutchison max entered into the Delhi telecom circle in December 1999, the Kolkata circle in July



2000 and the Gujarat circle in September 2000. Licenses for those circles had initially been presented by the dot in 1994, 1997 and 1995 respectively. Among 1992 and 2006, Hutchison acquired interests in all 23 cell telecom circles of India.

HMTL changed into renamed Hutchisonessay limited (HEL) in August 2005 in Delhi, UttarPradesh (east), Rajasthan and Haryana, essay group become the foremost associate. However later hutch took most people stake. By the point of Hutchison telecom's initial public providing in 2004, Hutchisonshampoo had obtained pastimes in six mobile telecommunications operators providing provider in thirteen of India's 23 license areas and following the finishing touch of the purchase of bill mobile that wide variety elevated to 16. In 2006, it introduced the purchase of an organisation (essayspacemen — a subsidiary of essay institution) that held license packages for the seven last license regions. To start with, the business enterprise grew its business in the biggest wi-fi markets in India — in cities like Mumbai, Delhi and Kolkata. In those densely populated city regions it changed into capable of establish a sturdy community, well-known brand and massive distribution network – all vital to long-time period success in India. Then it additionally targeted business users and excessive-cease submit-paid customers which helped Hutchisonessay to always generate a better common revenue consistent with consumer (than its competitors. By using adopting this focused increase plan, it turned into capable of establish main positions in India's largest markets supplying the resources to enlarge its footprint national. In February 2007, Hutchison telecom introduced that it had entered into a binding agreement with a subsidiary of Vodafone institution percent to sell its sixty seven% direct and indirect equity and mortgage pastimes in Hutchisonessay confined for a total coins attention (earlier than prices, fees and hobbies) of about \$11.1 billion. The purchase turned into finished on might also 8, 2007.

## HISTORY OF AIRTEL

Bharti airtel restricted, also known as airtel, is an Indian multinational telecommunications services enterprise based in NewDelhi, India. It operates in 18 countries throughout south Asia and Africa, in addition to the Channel Islands. Airtel affords 2g, 4g lte, 4g+ cell offerings, fixed line broadband and voice offerings relying upon the United States of America of operation. Airtel had also rolled out its volte era throughout all Indian telecom circles. It is the second biggest cellular network operator in India and the second biggest cellular community operator in the international. Airtel changed into named India's 2nd most precious brand within the first ever brands ranking through milliard brown and tp p.c.

Airtel is credited with pioneering the commercial enterprise approach of outsourcing all of its commercial enterprise operations except marketing, income and finance and constructing the 'minutes manufacturing unit' model of low fee and high volumes. The approach has for the reason that been adopted by numerous operators.

Airtel's system is furnished and maintained by Ericsson, Huawei, and nokia networks while it assist is supplied by using Amdocs. The transmission towers are maintained with the aid of subsidiaries and joint undertaking groups of bharti inclusive of bharti infratel and Indus towers in India. Ericsson agreed for the first time to be paid with the aid of the minute for set up and renovation in their device instead of being paid up the front, which allowed airtel to offer low name prices of ₹. 1 In 1984, SunilMittal began assembling push-button telephones in India, which he in advance used to import from a Taiwan employer, kinglet, changing the old skool, cumbersome rotary telephones that had been in use in the use of a then. Bharti telecom confined (BTL) become integrated and entered right into a technical tie up with SiemensAG of Germany for manufacture of electronic push button phones. By the early 1990s, bharti was making fax machines, cordless telephones and other telecom tools. He named his first push-button telephones as 'mitbrau'.

In 1992, he correctly bid for one of the four mobile phone network licenses auctioned in india.[13] one of the conditions for the Delhi cellular license changed into that the bidder have a few enjoy as a telecom operator. So, Mittal clinched an address the French telecom group vivendi. He changed into one of the first Indian entrepreneurs to discover the mobile telecom commercial enterprise as a prime growth vicinity. His plans have been in the end authorized by using the authorities in 1994[12] and he released offerings in Delhi in 1995, whilst bharti mobile restrained (BCL) changed into fashioned to provide cellular offerings below the logo name airtel. Within a few years bharti have become the primary telecom agency to pass the two million cell subscriber mark. Bharti additionally delivered down the std/usd cellular quotes in India under brand name.

In 1999, bharti businesses acquired manipulate of jt holdings, and extended mobile operations to Karnataka and AndhraPradesh. In 2000, bharti received manage of sky cell communications, in Chennai. In 2001, the business enterprise acquired manipulate of spice mobile in Calcutta. Bharti organizations went public in 2002, and the enterprise changed into indexed on Bombay inventory alternate and country wide inventory trade of India. In 2003, the cellular cellphone operations were re-branded under the unmarried airtel emblem. In 2004, bharti received manage of hexacom and entered Rajasthan. In 2005, bharti extended its network to Andaman and nicobar. This expansion allowed it to provide voice services all throughout India.

Airtel released "hello tunes", a caller ring back tone service (CRBT), in July 2004 becoming the first operator in India to achieve this. The airtel theme track, composed by A.R. Rahman, turned into the most popular track in that 12 months. In might also 2008, it emerged that airtel become exploring the possibility of buying the MTN organization, a south Africa-based totally telecommunications business enterprise with insurance in 21 international locations in Africa and the Middle East. The financial times pronounced that bharti became considering supplying us forty five billion for a 100% stake in mtn, which might be the most important distant places acquisition ever by way of an Indian company. But, each facets emphasize the tentative nature of the talks, at the same time as the economist magazine mentioned, "Ifsomething, bharti might be marrying up," as man has extra subscribers, better revenues and broader geographic insurance. However, the talks fell aside as mtn group tried to opposite the negotiations by means of making bharti almost a subsidiary of the brand new organization.[16] in might also 2009, bharti airtel once more showed that it turned into in talks with mtn and the agencies agreed to discuss the capability transaction solely via 31 July 2009. Talks ultimately ended without agreement, a few sources pointing out that this turned into because of competition from the SouthAfrican authorities.



## REVIEW LITERATURE

S. Nemat sheered, (2014) [6] in his examine titled, “a observe on patron delight of bsnl offerings in Kerala” said that bsnl is one of the leading telecommunication carrier companies in Kerala. Most of the studies conducted in this location suggest the exploring development of offerings furnished with the aid of number telecommunication providers, which opened new global to the consumer around the world. The paper analyses and reveals that the excellent of service and maximum network insurance are the most important factors, which fulfill the customers when it comes to telecommunication.

## OBJECTIVES OF THE STUDY

- ✓ To discover the customers pleasure closer to airtel and Vodafoneofferings at Dindigul city
- ✓ To evaluate the association among demographic variables and elements of customer delight.
- ✓ To perceive the patron satisfaction towards the services rendered by way of both airtel and Vodafone.
- ✓ To get right of entry to the patron pleasure towards signal insurance, facts plan, fee brought offerings, payment alternatives of Vodafone and airtel.

## LIMITATIONS OF THE STUDY

- ✓ The preference of customers. Hence, it has been recommended that the study is conducted on airtel and Vodafone located at Dindigul city with 304 respondents.
- ✓ The respondents' response may have the bias, which may not give true picture about the chosen research topic.
- ✓ The sampling unit chosen is airtel and Vodafone stores located in Dindigul city, the survey result may vary in other locations, based on the kind of services provided at other stores.

## DATA ANALYSIS AND INTERPRETATION

### Frequency Analysis:

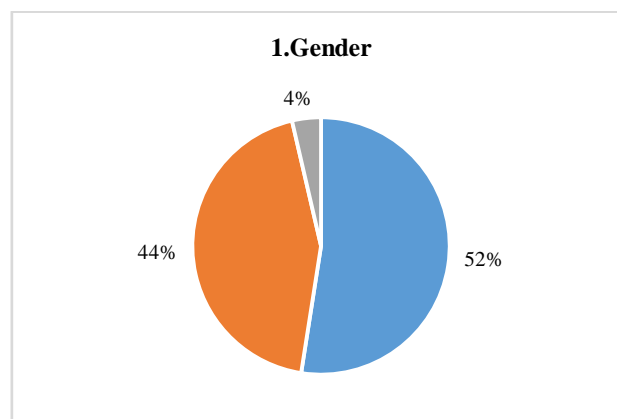
Percentage analysis is one of the descriptive the characteristics of the sample or population in totality. Percentage analysis involves computing measures of variables selected of the study and its finding will give easy statistical measures used to describe interpretation for the reader.

### 1. Gender

The 1 table is called the respondents in gender wise classification of male, female and other gender selected for the Frequency calculate Percentage analysis.

Table – 1 is Gender wise respondents Male is 52%, Female is 44% others 4% then finally majority is male.

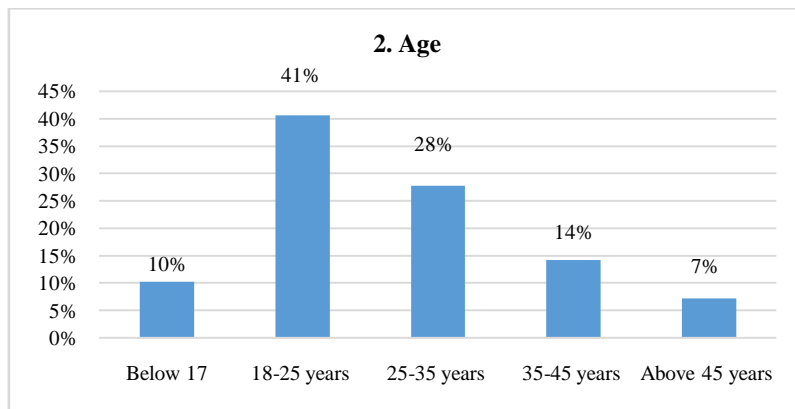
SI.No	Gender	Frequency	percentage
1	Male	159	52%
2	Female	133	44%
3	others	11	4%
4	<b>Total</b>	<b>303</b>	<b>100%</b>



**Age (17-45)**

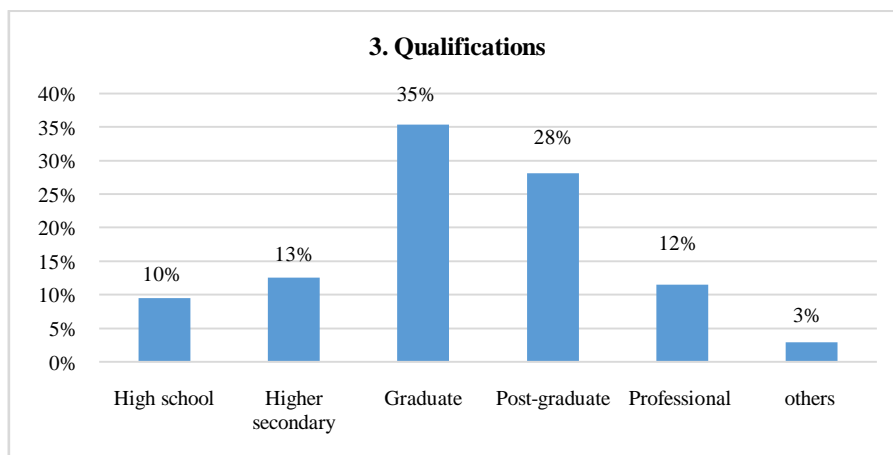
Table 2 is Age wise respondents below 17 Years is 10%, 18-25 is 41%, 25-35 is 28% 35-45 14%, Above 45 years 7%. Majority is 18-25%.

Sl.No	Age	Frequency	percentage
1	Below 17 Years	31	10%
2	18-25 years	123	41%
3	25-35 years	84	28%
4	35-45 years	43	14%
5	Above 45 years	22	7%
6	<b>Total</b>	<b>303</b>	<b>100%</b>

**2. Educational Qualifications**

Time table-3 is High school 10%, Higher secondary 13%, Graduate 35%, Post-graduate 28%, Professional 12%, others 3%. More than graduate 35% is Majority

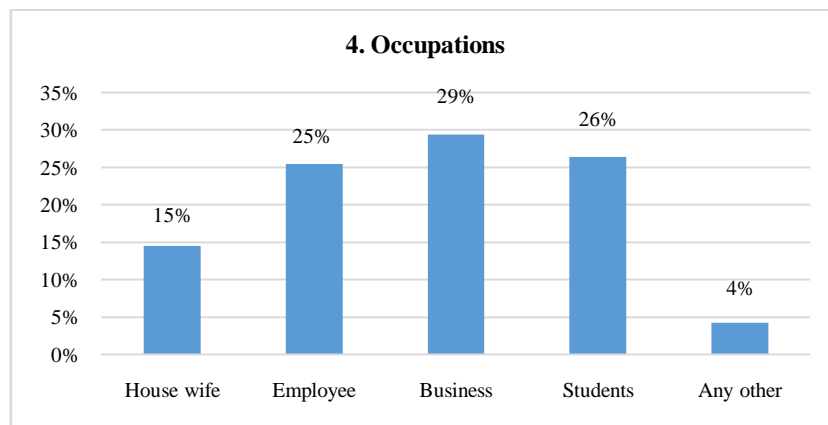
Sl.No	Qualification	Frequency	percentage
1	High school	29	10%
2	Higher secondary	38	13%
3	Graduate	107	35%
4	Post-graduate	85	28%
5	Professional	35	12%
6	others	9	3%
7	<b>Total</b>	<b>303</b>	<b>100%</b>



### 3. Occupations

Table – 4 House wife 15%, Employee 25%, Business 29%, Students 26%, other 4%, majority is the occupation table business 29%.

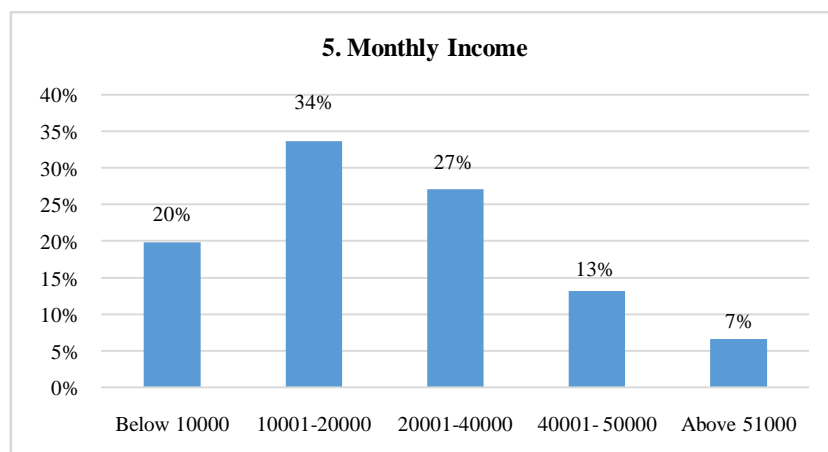
SI.NO	Occupation	Frequency	percentage
1	House wife	44	15%
2	Employee	77	25%
3	Business	89	29%
4	Students	80	26%
5	Any other	13	4%
6	<b>Total</b>	<b>303</b>	<b>100%</b>



### 4. Monthly Income ( 10000- 50000)

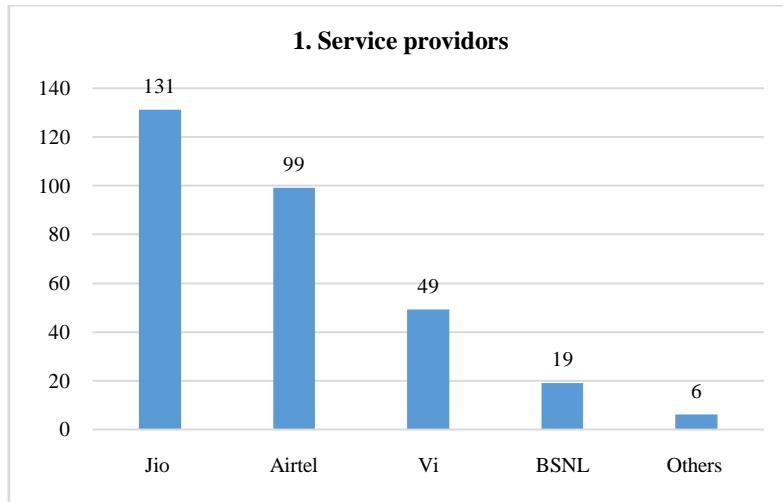
The table- 5 is monthly income below 10000 20%, 10001-20000 34%, 20001-40000 27%, 40001- 50000 13%, above 51000 7%, high level salary respondents is 34% in 10001 to 20000.

SI. No	Income	Frequency	percentage
1	Below 10000	60	20%
2	10001-20000	102	34%
3	20001-40000	82	27%
4	40001- 50000	40	13%
5	Above 51000	20	7%
6	<b>Total</b>	<b>304</b>	<b>100%</b>

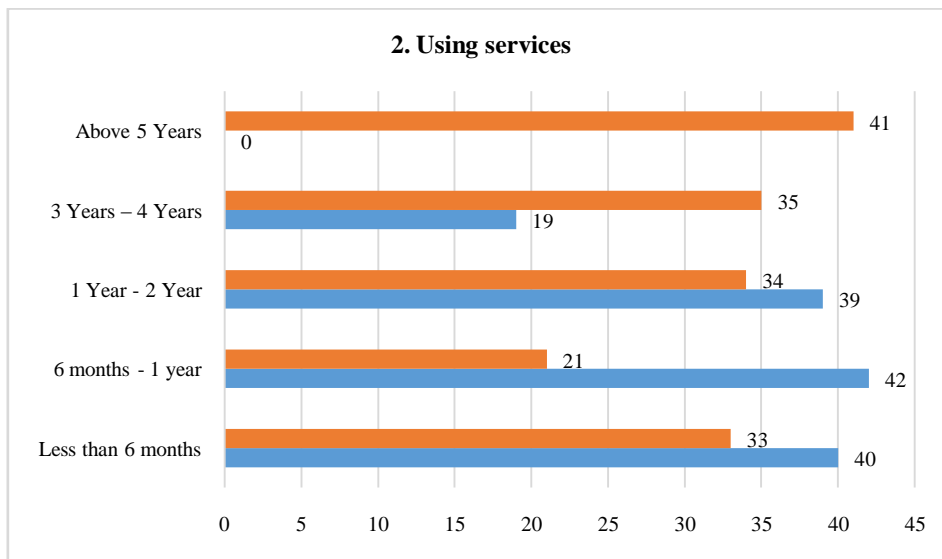


QUESTIONNAIRES

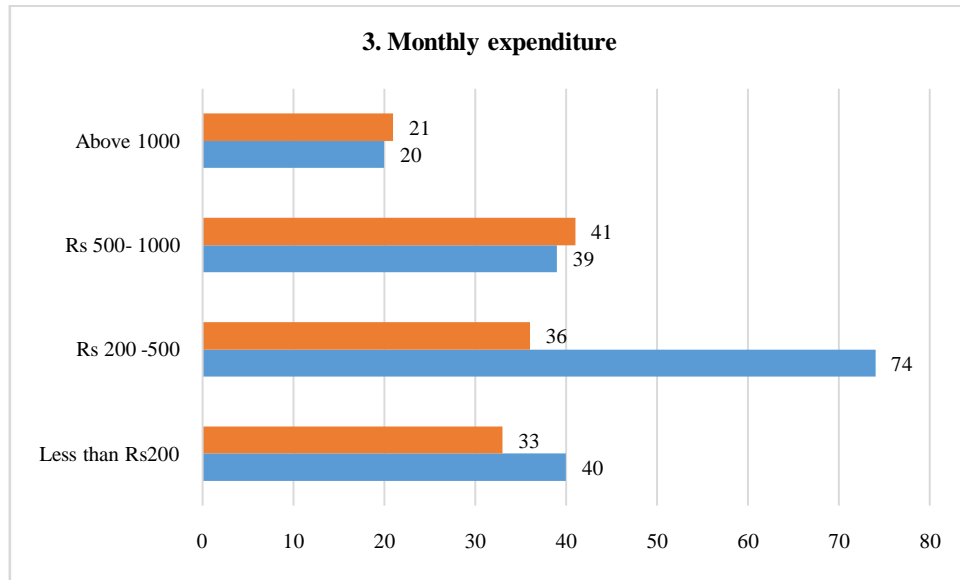
Q.NO- 1 What is the name of Sim you are using?		
Sl. No	Particulars	Total
1	Vodafone	131
2	Airtel	99
3	Vi	49
4	BSNL	19
5	Others	6
<b>Vodafone and Airtel Total Users</b>		<b>304</b>



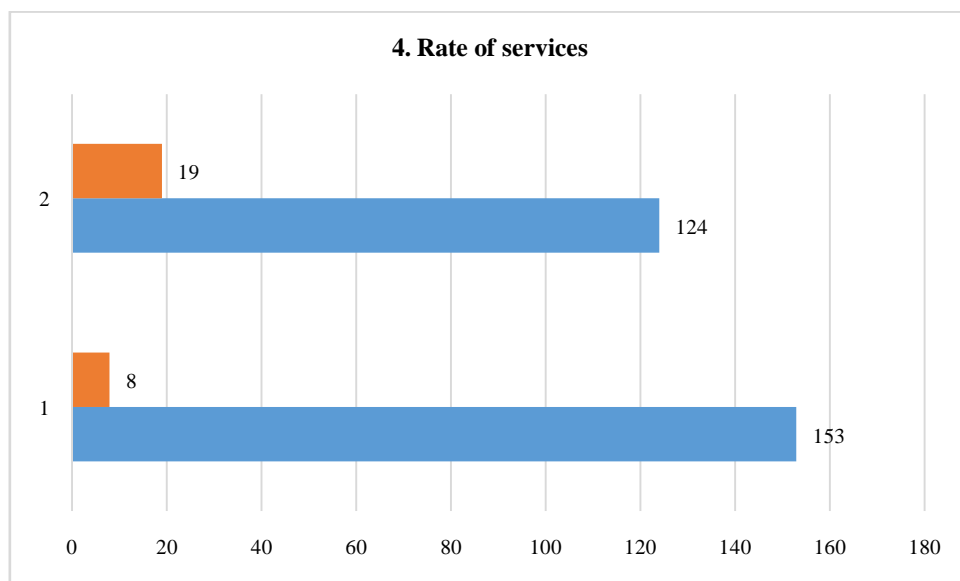
Q.NO- 2 Used for how long have you been using these services?			
Sl. No	Particulars	Vodafone	Airtel
1	Less than 6 months	40	33
2	6 months - 1 year	42	21
3	1 Year - 2 Year	39	34
4	3 Years – 4 Years	19	35
5	Above 5 Years	0	41
<b>Vodafone and Airtel Total Users</b>		<b>304</b>	



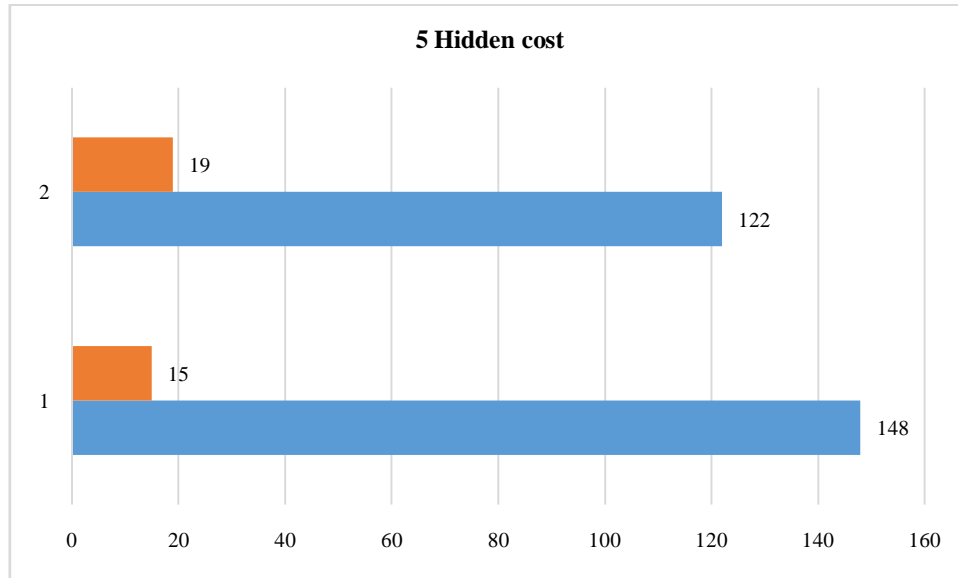
Q.NO- 3 What is your monthly expenditure in terms of mobile usage?			
Sl. No	Particulars	Vodafone	Airtel
1	Less than Rs200	40	33
2	Rs 200 -500	74	36
3	Rs 500- 1000	39	41
4	Above 1000	20	21
Vodafoneand Airtel Total Users		<b>304</b>	



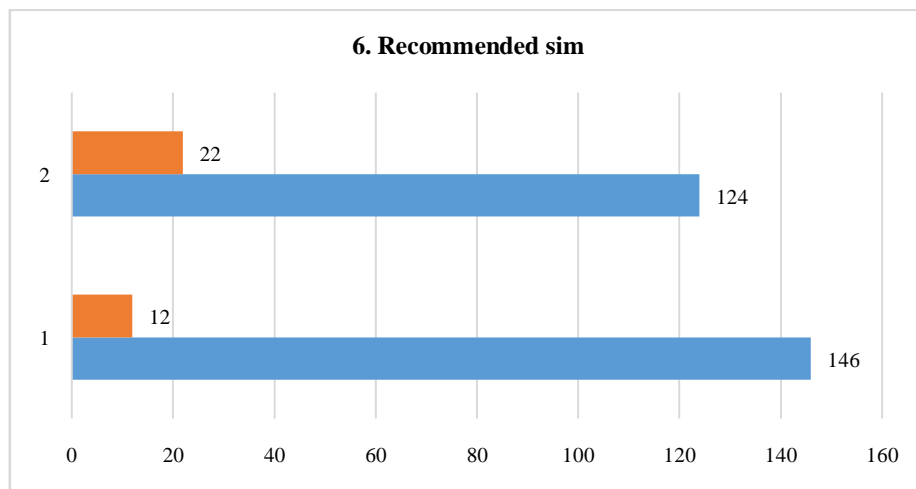
Q.NO- 4 How do you rate your services provider in terms of connectivity and area of network coverage?			
Sl. No	Particulars	Vodafone	Airtel
1	Good	153	124
2	Bad	08	19
Vodafoneand Airtel Total Users		<b>304</b>	



<b>Q.NO- 5 Does your Service Provider have any hidden costs incorporated in the plan you are using?</b>			
Sl. No	Particulars	Vodafone	Airtel
1	Yes	148	122
2	No	15	19
Vodafone and Airtel Total Users		<b>304</b>	

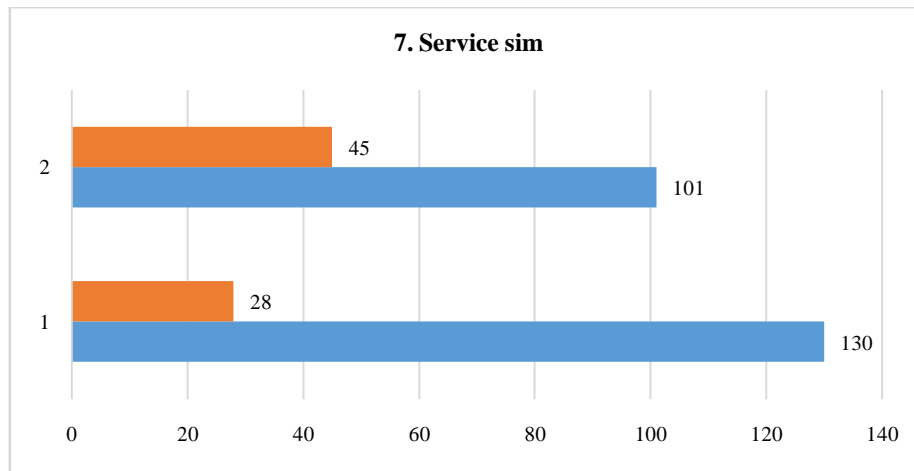


<b>Q.NO- 6 Will you recommend Vodafone or Airtel to others?</b>			
Sl. No	Particulars	Vodafone	Airtel
1	Yes	146	124
2	No	12	22
Vodafone and Airtel Total Users		<b>304</b>	



<b>Q.NO- 7 What services of Airtel and Vodafone you are using?</b>			
Sl. No	Particulars	Vodafone	Airtel
1	3G	130	101
2	4G	28	45
Vodafone and Airtel Total Users		<b>304</b>	





## CONCLUSION

Via the research paper entitled, “a comparative have a look at on customer pride of airtel and Vodafonealmost about Dindigul city”, it's far concluded that the variables including age institution, gender and many others .are having much less effect on the factors of customers pleasure. The studies outcome also shows that, most of the customers have been satisfied towards airtel and Vodafonewith respect to the chosen elements. This take a look at additionally suggests that the customers' delight is comparatively slight superior with in Vodafone than airtel.

Vodafone fantastic entry has engendered numerous sudden changes in customer's behaviors. The access has even shaken the whole telecommunication sector in India. The observe is involved in measuring the level of delight of Vodafone customers. The researcher recommends Vodafone services to improve their community insurance and to wipe out the calling congestion so that the corporation can obtain the one hundred according to cent satisfaction in their customers. This will additionally prevent the customer switching over to other networks. Now the actual problem is, as all the different telecom carrier carriers like airtel, Vodafone, and many others., have also cut down their rates for calling and statistics offerings, there's a scope for them to vary the marketplace by means of proving aggressive strategies. Therefore, there may be a requirement for Vodafone to create goodwill and enrich its worthiness via improving their typical offerings to stay away from the transfer over of their customers to other carrier providers.

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