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## A Study on Impact of Airtel Users in Coimbatore City

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### ABSTRACT

Aiming to offer and deliver the best product and service. Airtel is emphasising on capturing the market with their new and elusive Airtel 4G+ promotions and communications with their vision of accompanying the youth, the tech savvy and the progressing people of the nation. To understand the stand of their customers and to measure the impact of their new and improved 4G network services and offerings Index (SQL) between the users of Airtel 4G and implementation of 5G.

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### INTRODUCTION

Bharti Airtel Limited is a leading global telecommunications company with operations in 18 countries across Asia and Africa. Headquartered in New Delhi, India, the company ranks amongst the top 3 mobile service providers globally in terms of subscribers. In India, the company's product offerings include 2G, 3G and 4G wireless services, mobile commerce, fixed line services, high speed home broadband, DTH, enterprise services including national & international long distance services to carriers. Bharti Airtel Limited is a leading global telecommunications company with operations in 18 countries across Asia and Africa. Headquartered in New Delhi, India, the company ranks amongst the top 3 mobile service providers globally in terms of subscribers. In India, the company's product offerings include 2G, 3G and 4G wireless services, mobile commerce, fixed line services, high speed home broadband, DTH, enterprise services including national & international long distance services to carriers. Bharti Airtel offers fixed-line telephone and broadband services across 93 cities pan- India.

Our product offerings include voice connectivity over fixed-line and high-speed broadband on copper & fiber with speeds up to 1 Gbps for your homes. Bharti Airtel is a leading and most trusted provider of ICT services in India and offers a diverse portfolio of services to enterprises, governments, carriers and small and medium business. Along with voice, data and video, our services also include network integration, data centers, managed services, enterprise mobility applications and digital media.

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### OBJECTIVES

- To study the socio-economic characteristics of the respondent.
  - To identify the customer satisfaction of Airtel services.
  - To measure of service quality as perceived by customers of Airtel services.
  - To understand the perception of customers has a positive impact on all the dimension leading to service quality of Airtel services.
  - To give suitable suggestions to Airtel services.
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### SCOPE OF THE STUDY

As we know that very well that Airtel is the market leader among private sector players in Indian telecom industry so, there is huge pressure upon the company to retain its position in the market. Airtel is facing several changes from its competitors mainly MTNL, Reliance and TATAIndicom. This project will help the company to know its market reputation. More over the main challenge is to retain the present customer base and try to increase it by providing them better service at affordable price.

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### STATEMENT OF PROBLEM

In today strategic world, there are many competitors for network technology. Today's fashion becomes yesterday's model of cellular. Cellular services are performing well. Market demand is essential one whereas consumer demand is to be considered because consumer is king of marketing. Marketer should fulfill the customer needs.

## LIMITATIONS OF STUDY

- The study is conducted on Airtel located at Coimbatore city with 120 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 stores located in Coimbatore city, the survey result may vary in other locations, based on the kind of services provided.
- The survey was restricted to the particular age group because respondents willing to fill are college students.

## RESEARCH METHODOLOGY

From the total population as sample of 120 respondents has been chosen purpose of the study. The sample respondents was interviewed personally questionnaire meant for customer including relating to personal information, awareness, preferences and level of satisfaction towards title.

### Data collection


Primary data

Secondary data

### Sample size

It refers to the number of items to be selected from the universe to constitute a sample here the sample size is 100 respondents.

### Tools used

 Percentage analysis

## REVIEW OF LITERATURE

### Dabhade.N.et.al (2013)

Studied the impression of quality of service on customer satisfaction of mobile users by considering the case of Airtel and identify the factors that affect quality of services. This paper examined improvements in performance and it measures which were implemented up the Airtel to improve customer satisfaction level.

### Bhargav, A.et al. (2014)

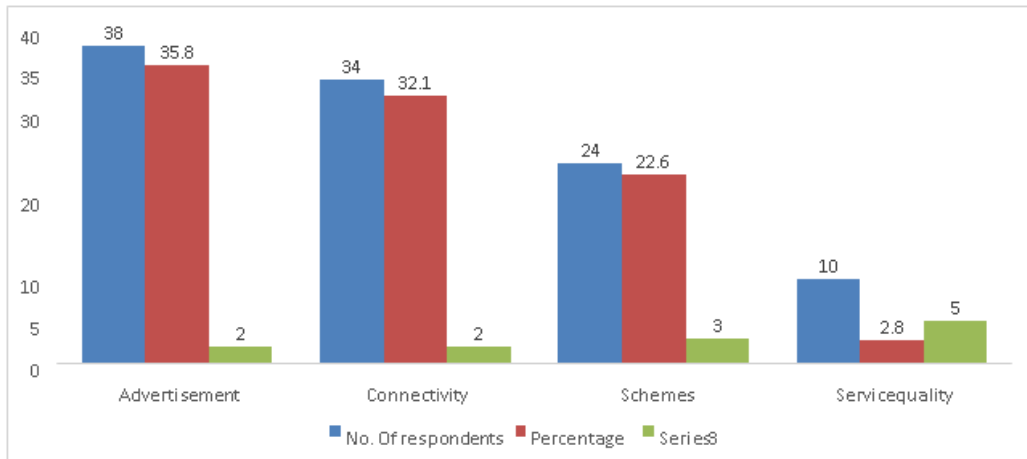
Investigated the gap between customer's expectations in telecom sector. The primary data was collected with the help of a consistent questionnaire of service Quality.

### Kumar & Moorthy, 2017

He has done there research on customer satisfaction towards Airtel with special Reference to Dharampuri [District]. The sample size of this research was 100 Airtel prepaid users. The research Conclude 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.

**TABLE 4.1 WHICH FEATURE OF AIRTEL SERVICE IS BETTER**

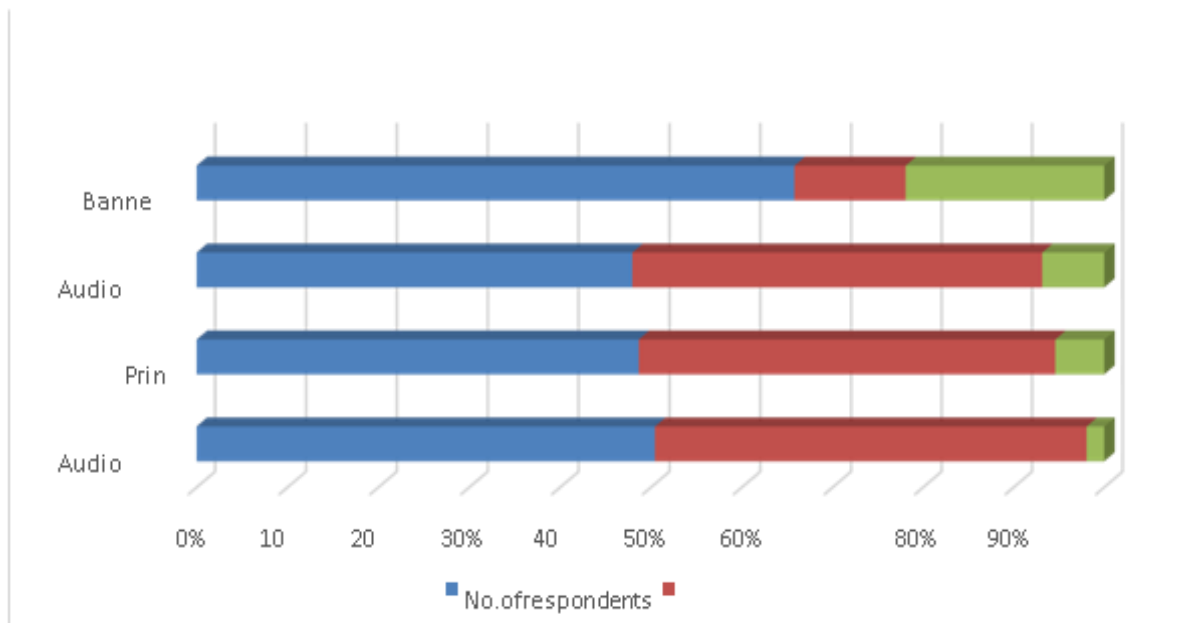
S.NO	FEATURE OF AIRTEL SERVICE	NO.OF RESPONDENTS	PERCENTAGE
1	ADVERTISEMENT	38	35.8
2	CONNECTIVITY	34	32.1
3	SCHEMES	24	22.6
4	SERVICE QUALITY	10	9.4
	TOTAL	106	100



**Interpretation:** In the above given pie, 35.8% of respondents are selected advertisements, 32.1% of respondents are selected connectivity, 22.6% of respondents are selected schemes, 9.4% of respondents are selected service quality. **Therefore majority(35.8%) of respondents are selected advertisements.**

**TABLE 4.2 WHICH TYPE OF ADVERTISEMENT YOU LIKE MOST**

S.NO	TYPE OF ADVERTISEMENT YOU LIKE MOST	NO.OF RESPONDENTS	PERCENTAGE
1	AUDIO VISUAL	52	49.1
2	PRINT	18	17
3	AUDIO	21	19.8
4	BANNER AD	15	14.2
	TOTAL	106	100



**Interpretation :** In the above given pie, 49.1% of respondents liked audio visual, 17% of respondents liked print, 19.8% of respondents liked audio, 14.2% of respondents liked banner ad. **Therefore majority(49.1%) of respondents liked audio visual**

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## FINDINGS OF THE STUDY

In this study, descriptive statistics has been used to analyses the socio-economic profile of the respondents, the finding of the analysis are given below:

1. Hence majority (63%) of respondents belongs to Male.
2. Hence majority (90.6%) of respondents belongs to 10to 20 years.
3. Hence majority (77.4) of respondents belongs to students.
4. Hence majority (90.6) of respondents are using smart phones.
5. Hence majority (63.2%) of respondents belongs to yes.
6. Hence majority (28.3) of respondents family members using 1 and 2.
7. Hence majority (49.1%) of respondents are using Airtel.
8. Hence majority (36.8%) of respondents are selected by Internet.
9. Hence majority (79.2) of respondents chosen prepaid.
10. Hence majority (55.7%) of respondents are selected yes.
11. Hence majority (60%) of respondents selected strongly agree.
12. Hence majority (36.8%) of respondents rated satisfactory.
13. Hence majority (46.2%) of respondents rated agree.
14. Hence majority (62.3%) of respondents are selected yes.
15. Hence majority (41.5%) of respondents are facing problems rarely.
16. Hence majority (35.8%) of respondents are selected advertisements.
17. Hence majority (49.1%) of respondents liked audio visual.
18. Hence majority (52.8%) of respondents selected yes.
19. Hence majority (65.1%) of respondents liked 4G wireless services.
20. Hence majority (39.6%) of respondents selected mobile internet.
21. Hence majority (61.3%) of respondent selected both.
22. Hence majority (45.3%) of respondents selected service.
23. Hence majority (61.3%) make local calls.
24. Hence majority (84.9%) of respondents selected yes.
25. Hence majority (67.9%) of respondents selected better.
26. Hence majority (80.2%) of respondents given yes.
27. Hence majority (52.8%) of respondents choose maybe.
28. Hence majority (34%) of respondents selected no.

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## SUGESSTIONS

Some respondents refused to respond or co-operate during the survey. Some respondence feels to have high range of network. Most of respondence need to have signal at every places. There must be low cost of caller tune. Highly dissatisfied with airtel services both in terms of network reachability and prepaid plans. Whole recharge for a month used to be waste of money as the internet never got connected in my area,So recently changed my network from airtel to some other service provider.

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## CONCLUSION

From the study on this report it is seen that launch of airtel cellular service in Coimbatore city the subscription by the people is satisfactory and steady increasing. Majority of subscribers have expressed better service provided by airtel cellular service but the service by franchise is average. The company

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should take several steps to eliminate the default which results in loss of respondents. The market in Coimbatore is still in an expending phase. From this study of them given the conclusion the price is low service is best so we likely to by Airtel connection.

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#### **WEBSITES**

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[www.wikipedia.com](http://www.wikipedia.com)

[www.google.com](http://www.google.com)