



A Study on Customer Satisfaction Towards Bharathi Airtel Limited in Tirupati

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ABSTRACT:

The project entitled "Customer satisfaction towards Bharathi Airtel in Tirupati city " is executed with a goal to decide the purchaser preference and pride. An imaginative takes a look at turned out to obtain the targets. The study results shows that 100 respondents satisfied a nicely-dependent questionnaire having a listing of statements concerning products, services & facilities furnished with the aid of the provider issuer. The essential goal of the observe was to understand how the clients of AIRTEL Broadband understand its Services in Tirupati are glad with the offerings furnished through AIRTEL. The factors affecting the preferences of the customers are: Core offerings (like accurate insurance, properly connectivity and community best) and contact charge. Further results show that there may be a vast relation among the sign call and the choice of customers. Hence, it has been encouraged that telecom businesses ought to recognition on connectivity, call price, insurance and network quality.

KEYWORDS: Airtel, Comparative have a look at, Customer delight, Mobile connection

INTRODUCTION

Marketing is the artwork of making, pleasant the customers via assembly the wishes of clients and by using creating fee satisfaction for them. As Peter Drucker says "the essence of advertising is that the entire enterprise must be visible from the factor given of the customer". However, customers face a full-size array of product and brand alternatives charges, materials and to recognize the needs and choices of the clients it will become imperative for us to carry out research together records We agree with that clients estimate which give will supply the most price to them and which will deliver and maximize cost, within the bounds of research costs and confined expertise, mobility and profits they shape an expectation affects both purchase and repurchase possibility. The motive of any advertising and marketing studies is to provide records at a particular time on consumer, exchange, competition and the destiny manufacturers, as a way to allow entrepreneurs to formulate a success technique in their quest for clients' thoughts proportion and marketplace percentage

REVIEW OF LITERATURE

- Kotler(1997) defines purchaser delight as follows: "Satisfaction is a person's emotions of pleasure or unhappiness on account of evaluating a Product's perceived overall performance (or final results) with regards to his or her expectancies".
- Brown (1992) defines patron satisfaction as: "The country wherein customer needs, needs and expectancies at some stage in the service or product's lifestyles are met or passed resulting in repeat buy, loyalty and favorable phrase-of mouth.
- (Adrian Thompson, 2002) it's a well-known fact that no commercial enterprise can exist without customers. Customers service, like several factor of enterprise, is a practiced art that takes time and effort to grasp. All you need to do to acquire this is to stop and transfer roles with the consumer. What could you want from your business if you had been the purchaser? How might you need to be dealt with? Treat your customers like your pals and that they'll constantly come lower back.
- (SIS International Research, 2005) This article covers 8 approaches to reinforce consumer pleasure, detailing aspects of the purchasing revel in that may be advanced. Concrete thoughts pulled from market studies research deal with dissatisfying conditions encountered via clients and create proactive approaches for corporations to reward relationships with clients.

RESEARCH METHODOLOGY

From the times of business revolution when items & services had been produced to the cutting-edge, the emphasis has shifted from the manufacturers to the patron and his needs, and with the patron turning into more involved, in the advertising and marketing method there's more need for records concerning

the purchaser needs. Preferences and making them satisfied of the goods & services, has caused a steady however increasing need to conduct marketing studies. This research is a perception into the mind of the customer, with the assist of which the corporations become aware about their pitfalls and in turn also can make upgrades in the product regarding the level of delight of the clients toward their offerings within the marketplace location.

The simple need of this assignment is to recognize the “Satisfaction” among the respondents, in regards to “Airtel” services and its merchandise.

OBJECTIVES OF STUDY

In order to research the reasons for decreasing subscriber-base of Airtel basic cellphone offerings, following targets were framed:

- To find the consumer pride towards the simple phone services of Airtel
- To measure the carrier high-quality of the services of Airtel fundamental telephone services
- To know the attention tiers of numerous plans of Airtel
- To recognize the pride degree on after sales offerings

RESEAECH DESIGN

Secondary Data: www.Airtel. In Wikipedia

Primary information: Primary information is amassed from of Airtel Prepaid provider

Research Approach: Survey approach

Research instrument: Structured Questionnaire

SAMPLING PLAN:

Sampling Unit: Customer of Airtel Prepaid Service in Tirupati.

Sampling Size: a hundred

Sampling Method: Convenience Sampling

Contact Method: Personal Interview

SCOPE OF STUDY

The present research evaluation is an extensive scope. It covers diverse elements which can be useful in several approaches to various people. It facilitates to discover the main mobile service

Affords in Coimbatore town at gift. It shows the numerous for selecting the unique mobile service

LIMITATIONS OF STUDY

The present studies are restricted to the regions of Tirupati city handiest.

The pattern size taken is best one hundred and as such could be very small as compared to the universe, this is because of the constraints of time and effort, and as such might not be sufficient to generalize to the complete population, however it is presumed that the sample represents the universe. Time being a restricting factor changed into now not sufficient to acquire reviews from majority of the respondents, who shape part of the time-honored pattern. Since this study concentrated on customer pride towards Airtel no try changed into made to observe different sports of the company. Such as finance, human useful resource control

DATA ANALYSIS

Analysis and findings.

The total number of respondents of the survey is 100 from Tirupati only.

The main aim of the survey is to know the satisfaction level of the AIRTEL Services.

The data collected is through primary source, through interviewing the concerned respondents by giving them a structured questionnaire, which includes few open-ended questions.

Table No: 1 Gender identification?

Particulars	No. of respondents	Percentage
Male	54	54%
Female	46	46%
TOTAL	100	100%

Table No: 2 How do you come to know about AIRTEL products?

Particulars	No. of respondents	Percentage
Electronic media	85	85%
Print media	8	8%
Road shows	1	1%
Hoardings	6	6%
Total	100	100%

Table 3: Since how many months have you been using AIRTEL?

Particulars	No. of respondents	Percentage
0-6 months	7	7%
6-12 months	14	14%
1-2 years	25	25%
More than 2 years	54	54%
Total	100	100%

Table 4: Which factors influenced you to choose AIRTEL service?

Type of service	No. of respondents	Percentage
Economic	0	0%
Network	93	93%
Brand Image	7	7%
Others	0	0%
Total	100	100%

INTERPRETATION

- 85% of the respondents came to know about AIRTEL products by Electronic Media while 8% of the respondents came to know from Print media and Hoardings was assumed by 6% of the respondents. A small significant 1% of the respondents replied that Road shows have helped them in understanding AIRTEL products
- From the above table it is seen that 54% of the respondents have been using AIRTEL products for more than two years. While 25% have been using it for more than 1 year, and a significant 14% of respondents have been using the service for less than One year. Only 7% of the respondents have been using AIRTEL products less than 6 months.
- From the above table it is shown that 93% of the respondents are citing quality of service as the factor. While 7% cited brand image as the reason for choosing the service. As far as price is concerned only 0% of the respondents have quoted it as the reason for choosing this service.

FINDINGS

- 80% of the respondents are aware about AIRTEL provider via electronic media at the same time as eight% are aware thru print media, 6%

through hoardings and 1% through street suggests.

- 93% of respondents are choosing the carrier for its satisfactory and 7% of respondents pick for its brand photo.
- 44% of respondents are glad with the call quotes charged by way of AIRTEL while 56% are disillusioned.
- Overall 9% of respondents are surprisingly glad with the AIRTEL prepaid offerings even as 58% are happy, 21% are neutral, 7% are upset and 5% are pretty upset.
- 26% of the respondent aren't going to suggest airtel offerings

SUGGESTIONS

- AIRTEL must aggressively sell its services in diverse media and should focus on hoardings and street indicates and prints media.
- AIRTEL should give attention to call prices charging on prepaid offerings
- AIRTEL is keeping qualitative service it ought to preserve the same that results in sales enhancement

CONCLUSION

From the look at in this report it's far visible that launch of Airtel cell carrier in Tirupati city the subscription through the humans is first-rate and steady increasing. Majority of subscribes have expressed better service supplied by way of Airtel mobile provider however the provider by way of the franchisee is common. The sales executives must be influenced to improve the service and get difficult with the respondents. The fee of earnings respondents is decrease than the rate of outgoing respondents. The enterprise should take several steps to cast off the default which leads to loss of respondents. The business enterprise has wider scope inside the market of mobile service by way of extending its fee brought services, according to the desire of the respondents. The market in Tirupati is still in an expending phase. It has been also found the Airtel can advantage more wide variety of clients by widening its vicinity of coverage. From this look at of them given the end the rate is low carrier is satisfactory so we probable to through Airtel connection.

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