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A COMPARATIVE STUDY ON CUSTOMER SATISFACTION TOWARDS AIRTEL AND BSNL SERVICES WITH REFERENCE TO CHENNAI

Dr. R. Maheswari

Assistant Professor, P.G. & Research Department of Commerce, Pachaiyappa's College for Men, Chennai, Tamil Nadu.



ABSTRACT:

India is the world's fastest growing industry in the number of wireless connections after China. Competition has caused prices to drop and calls across the country are one of the least expensive worldwide. It is essential for the mobile service provider to understand the customer preferences and the various socio-demographic variables behind that influence. In the present study, the customer satisfaction with mobile communication service provided by Airtel and BSNL was compared. Survey method was conducted on a

convenience sample of 100 (50 Airtel & 50 BSNL) customers in Chennai. The collected data were analyzed using percentage analysis, t-test and chi-square test. Result found that Airtel customer satisfaction mean score is higher than BSNL customers.

KEYWORDS: Customer Satisfaction, Service Provider, Mobile Communication.

INTRODUCTION:

Mobile communication, a service sector is increasing hugely in Chennai. There are a handful of Airtel (Private) and BSNL (Public) customers serving in the market. In this sector where the customers switch their mobile service providers often depend upon their convenience. So, it is necessary for the service providers make their shift by knowing the customer preferences. The customer preferences, changes affected by several factors. Thus, a sturdy information base on the customer preferences and the factors impacting those

preferences is basic for the mobile service providers. Apart from the knowledge base about the influences of the customers the satisfaction yielded by the customers has to be studied that only the satisfied customer continuing the same service provider. Customer satisfaction, a business term, is evaluated on how products and services supplied by a company meet customer expectation. In a competitive marketplace where businesses strive for customers, customer loyalty is seen as a key differentiator and progressively has turned into a key element of business strategy. Customer satisfaction study is a process of discovering whether or not a company's customers are satisfied with the product services received from the

service providers. It may be conducted face to face, via telephone, by means of email or the internet, or on handwritten forms. Customer answers to questions are then used to analyze whether or not changes need to be made in business operations to increase customer satisfaction.

OBJECTIVES OF THE STUDY

- To identify the customer satisfaction towards Airtel and BSNL services in Chennai.
- To find out the association between socio-demographic variables of Airtel and BSNL customers and their level of satisfaction.

RESEARCH METHODOLOGY

This research is descriptive in nature. The universe of the population includes the respondents who are the customers of Airtel and BSNL, located in Chennai. Each 50 samples, totaling 100 respondents are selected from Airtel and BSNL customers by using a convenience sampling technique, because the exact population size is unknown. The accessibility of the customer is difficult. The primary data is collected using framed questionnaire. The factors are Getting Connection, Signal Coverage, Tariff/Data Plan, Billing Point, Value Added Services and Customer Care Services.

LIMITATIONS OF THE STUDY

The study is conducted on Airtel and BSNL located in Chennai with 100 respondents. The sampling unit chosen is Airtel and BSNL stores in Chennai. This study results may vary in other locations, based on the kind of mobile phone services provided by other stores.

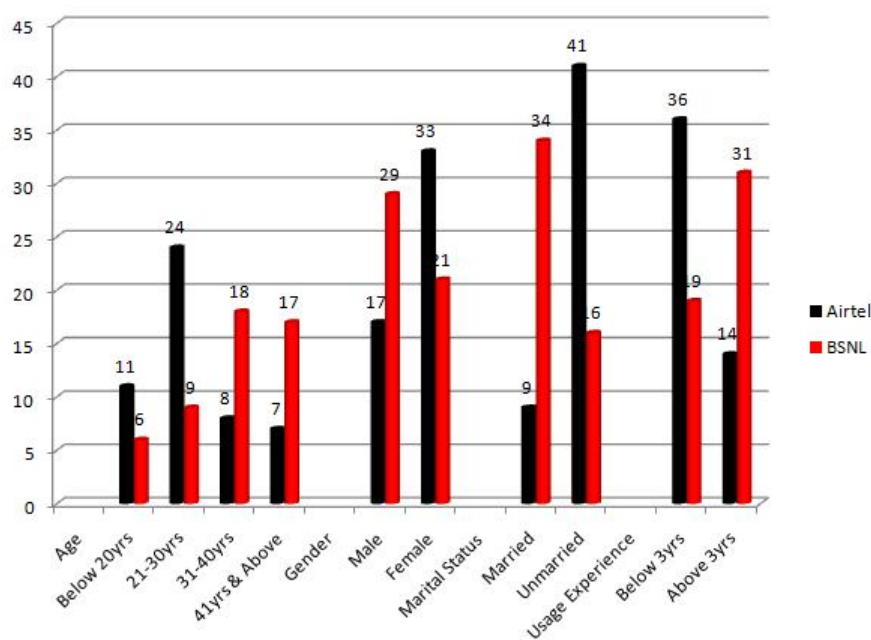
DATA ANALYSIS AND INTERPRETATION

Table 1: Socio-Demographic Profile of Airtel and BSNL Customers

Variables	Airtel		BSNL		Total	
	N	%	N	%	N	%
Age						
Below 20yrs	11	22%	6	12%	17	17%
21-30yrs	24	48%	9	18%	33	33%
31-40yrs	8	16%	18	36%	26	26%
41yrs & Above	7	14%	17	34%	24	24%
Gender						
Male	17	34%	29	58%	46	46%
Female	33	66%	21	42%	54	54%
Marital Status						
Married	9	18%	34	68%	43	43%
Unmarried	41	82%	16	32%	57	57%
Usage Experience						
Below 3yrs	36	72%	19	38%	55	55%
Above 3yrs	14	28%	31	62%	45	45%

Source: Primary Data.

From Table-1, the percentage analysis indicates that one-third (33%) of customers age group between 21-30yrs, 26% are 31-40yrs, 24% are 41yrs & above and remaining 17% are below 20yrs. More than half (54%) of customers are female and remaining 46% are male. More than half (57%) of customers are unmarried and remaining 43% are married. More than half (55%) of customers usage experience below 3yrs and remaining 45% are above 3yrs.

Fig.1: Socio-Demographic Profile of AIRTEL and BSNL Customers (in N)**Table 2: Customer Satisfaction towards Airtel and BSNL Services**

Customer Satisfaction	N	Mean	SD	Statistical Inference
Airtel	50	41.30	4.181	t=3.035
BSNL	50	38.76	4.187	0.003<0.05 Significant

Table-2 shows that the mean and SD values of Airtel (N=50) 41.30±4.181 and BSNL (N=50) 38.76±4.187 respectively. Comparing the mean values, Airtel customer satisfaction mean value is higher when compared to BSNL customers (0.003<0.05). This indicates that there is a significant difference between Airtel and BSNL customers and their overall satisfaction.

Table 3: Distribution of the Respondents and their Level of Satisfaction

Particulars	No. of Respondents	Percentage
Low	48	48%
High	52	52%
TOTAL	100	100%
Mean: 40.03 / Median: 41.00 / SD: 4.354 / Min.: 28 / Max.: 47		

Table-3 reveals that more than half (52%) of customers has a high level of satisfaction and remaining 48% has a low level of satisfaction. The mean and SD value is 40.03±4.354.

Table 4: Association between Socio-Demographic Profile of Airtel and BSNL Customers and their Level of Satisfaction

Variables	Airtel Customer Satisfaction							BSNL Customer Satisfaction						
	Low		High		Total		Remark	Low		High		Total		Remark
	N	%	N	%	N	%		N	%	N	%	N	%	
Age														
Below 20yrs	3	17.6%	8	24.2%	11	22.0%	X ² =2.107 Df=3 .551>0.05 Not Significant	5	16.1%	1	5.3%	6	12.0%	X ² =2.950 Df=3 .399>0.05 Not Significant
21-30yrs	10	58.8%	14	42.4%	24	48.0%		5	16.1%	4	21.1%	9	18.0%	
31-40yrs	3	17.6%	5	15.2%	8	16.0%		9	29.0%	9	47.4%	18	36.0%	
41yrs & Above	1	5.9%	6	18.2%	7	14.0%		12	38.7%	5	26.3%	17	34.0%	
Gender														
Male	6	35.3%	11	33.3%	17	34.0%	X ² =0.019 Df=1 .890>0.05 Not Significant	19	61.3%	10	52.6%	29	58.0%	X ² =0.363 Df=1 .547>0.05 Not Significant
Female	11	64.7%	22	66.7%	33	66.0%		12	38.7%	9	47.4%	21	42.0%	
Marital Status														
Married	3	17.6%	6	18.2%	9	18.0%	X ² =0.002 Df=1 .963>0.05 Not Significant	21	67.7%	13	68.4%	34	68.0%	X ² =0.002 Df=1 .960>0.05 Not Significant
Unmarried	14	82.4%	27	81.8%	41	82.0%		10	32.3%	6	31.6%	16	32.0%	
Usage Experience														
Below 3yrs	11	64.7%	25	75.8%	36	72.0%	X ² =0.680 Df=1 0.410>0.05 Not Significant	13	41.9%	6	31.6%	19	38.0%	X ² =0.536 Df=1 0.464>0.05 Not Significant
Above 3yrs	6	35.3%	8	24.2%	14	28.0%		18	58.1%	13	68.4%	31	62.0%	
TOTAL	17	100%	33	100%	50	100%		31	100.0%	19	100%	50	100%	

From Table-4, the chi-square test infers that Airtel customers, nearly half (48%) of customers age group between 21-30yrs, 22% are below 20yrs, 16% are 31-40yrs and remaining 14% are above 41yrs. The calculated value is greater than table value (.551>0.05). The majority (66%) of customers is female and remaining 34% is male. The calculated value is greater than table value (.890>0.05). The majority (82%) of customers is unmarried and remaining 18% are married. The calculated value is greater than table value (.963>0.05). The majority (72%) of customers usage experience below 3yrs and remaining 28% are above 3yrs. The calculated value is greater than table value (.410>0.05). The BSNL customers, one third (36%) of customers age group between 31-40yrs, 34% are above 41yrs, 18% are 21-30yrs and remaining 12% are below 20yrs. The calculated value is greater than table value (.399>0.05). The majority (58%) of customers is male and remaining 42% are female. The calculated value is greater than table value (.547>0.05). The majority (68%) of customers is married and remaining 32% are unmarried. The calculated value is greater than table value (.960>0.05). The majority (62%) of customers usage experience above 3yrs and remaining 38% are below 3yrs. The calculated value is greater than table value (.464>0.05). Thus, there is no significant association between socio-demographic profile of Airtel and BSNL customers and their level of satisfaction.

SUGGESTIONS AND CONCLUSION

All the respondents need the SMS free service and they want to reduce call rates. To provide better customer care services and value added services so that customers will get more attractive schemes. BSNL should focus on the services at customer queries and promotional measures. This study is showing that the variables such as age group and gender are having less impact on the chosen factors of customer satisfaction. The research outcome also indicates that, most of the customers are satisfied towards Airtel and BSNL with respect to the chosen factors. The present study concludes that the mean value of satisfaction of Airtel customers is higher than BSNL customers.

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