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A STUDY ON CONSUMER CONTENTMENT TOWARDS AIRTEL WITH SPECIAL REFERENCE TO VELLORE TOWN

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Abstract

The project entitled "A study on Consumer Contentment towards Air tel in Vellore town" was carried out with an objective to determine the consumer preference and contentment. The primary objective of this study is to find out the consumer preference and contentment. Towards Air tel with special reference to Vellore town. For distribution of questionnaire to the consumer convenience sampling method was used to select the consumer and the survey was taken among those selected users. After collecting the data from the respondents it was analyzing using simple percentage method for analyzing the collected data.

Key words: Consumer, Air tel, Special reference and Vellore.

1. Introduction

GSM (Global System for Mobile Communications) is a standard set developed by the European Telecommunications Standards Institute (ETSI) to describe technologies for second generation (2G) digital cellular networks. Developed as a replacement for first generation (1G) analog cellular networks, the GSM standard originally described a digital, circuit switched network optimized for full duplex voice telephony. The standard was expanded over time to include first circuit switched data transport, then packet data transport via GPRS (General Packet Radio services). Packet data transmission speeds were later increased via EDGE (Enhanced Data rates for GSM Evolution). The GSM standard is more improved after the development of third generation (3G) UMTS standard developed by the 3GPP. GSM networks will evolve further as they begin to incorporate fourth generation (4G) LTE

Advanced standards. "GSM" is a trademark owned by the GSM Association. Early European analogue cellular networks employed an uncoordinated mix of technologies and protocols that varied from country to country, preventing interoperability of subscriber equipment and increasing complexity for equipment manufacturers who had to contend with varying standards from a fragmented market.

2. Objectives of the study

- To ascertain the operational performance of Airtel Prepaid Mobile network.
- To find the contentment level of consumer with the Service provided by Airtel Prepaid Mobile network.

3. Research Methodology

Descriptive research design is used in this study. The research design indicates the methods of research i.e. method of information gathering into the methods of sampling and the sample size is 100. In this study Respondents were asked to

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reveal their sociability of the network. The research design is the frame work through which the various components of a research project are brought together: research question, literature review, data, analysis and data

4. Literature Review`

Mukesh (2011) in his study analyzed that majority of the respondents have give favorable opinion towards the Airtel network but some problems exist that deserve the attention of the Airtel Consumer. They need to bridge gap between the product promised and product offered. The overall consumer's attitude towards Airtel network is that they are pleased with the existing service but still they want more services to be provided. Sumesh (2012) in his Study analyzed that it is the youth which is the real growth driver of the technology industry in India. Considering this fact the paper is an attempt to gives as naps hot of how frequently young people use their Airtel for several embodied functions of the Airtel.

7. Analysis and Interpretation

5. Research Tools

Percentage analysis, Chi-Square Tests bar diagram and pie charts are used in the analysis by using SPSS17.0 software package.

6. Research Design

The research design is the basic framework or a plan for a study that guides the collection of data and analysis of data. In this market survey the design used is used Descriptive Research Design. It includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of state of affairs, as it exists at present. The information are collected from the individuals and analyzed with the help of different statistical tools, to find the satisfaction level of customer. Moreover cross table analysis has been done for processing the data and information is derived to attain the objectives of the study.

Table – 1: Age wise distribution

S.No	Particulars	No. of Respondents	Percentage
1	Below 20	8	8
2	20 -30	40	40
3	30 - 40	38	38
4	40 - 50	4	4
5	Above 50	10	10
Total		100	100

Table – 2: Masculinity

S.No.	Gender	No. of Respondent	Percentage
1	Male	62	62
2.	Female	38	38
Total		100	100

Chi-square Test

Age of the Respondent and Gender of the respondents Cross tabulation

Age of the respondents	Gender of respondents		Total
	Male	Female	
20- 30 Years	35	0	35
30-40 Years	30	0	30
40-50 Years	20	5	25
50 About years	0	10	10
Total	85	15	100



8. Hypothesis

Ho= there is no relationship between age and gender

H1=there is relationship between age and gender

9. Inference

The above analysis resulted that the calculated value is greater than the table value ($4.737 > 0.957$). Accept the H1. Hence, there is relationship between the age and gender.

Chi square test

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.737	9	.957
Likelihood Ratio	6.205	9	.719
Liner by liner association	.074	1	.586
N of Valid Cases	100	0	200

Degree of freedom = (Column-1) X (Row-1) = (4-1) X (3-1) = 3 X 2=6 Critical value for chi-square distribution 3'' = 4.737, calculated value .957 So calculated value is greater than table value ($4.737 > .957$). Hence, Accept the H1.

10. Finding

- (40%) of the respondents are belong to 20-30 years of age group
- 62% of the respondents are belonging to male category

11. Suggestions

Most of the respondents are satisfied with the services provided by Airtel Prepaid mobile User steps to be taken to make the customers more satisfied. Most of the customers are not aware of the phone plus facility, steps to be taken to create awareness about these facilities. It is inferred that most of the respondents are not much satisfied with the features of the phone provided by Airtel Prepaid mobile User when compare to other private landline providers, significant weight age should be given by the Airtel Prepaid mobile User Few of the respondents are satisfied with call connectivity. It is suggested to the company to give importance to that and make the entire customer to be satisfied.

12. Conclusion

From the study the influence of Demographic variable in the level of satisfaction yielded by the user as well as the Behavioral

pattern of the user is analyzed in this study. It is identified 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.

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