



“A STUDY ON THE CUSTOMER’S SATISFACTION TOWARDS BHARTI AIRTEL IN SALEM DISTRICT”.

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Introduction

Business

Human beings are continuously engaged in some activities or other in order to satisfy their unlimited wants. Every day we come across the word 'business' or 'businessman' directly or indirectly. Business has become an essential part of modern world.

A simple business definition is to say that “business occurs when someone does something for profit”.

Business: refers to a legally recognized organization or enterprise that operates with the objective of earning a profit from the sale of goods or service.

Customer

A customer is the most significant icon for long term survival of any firms or enterprises in terms of retaining quality products and services at affordable cost as for being the market king.

A customer doesn't depend upon us while in several aspects, we depend upon him. A customer is not an interruption of our work; actually, they are the purpose of them.

We are not doing any sorts of favors by serving them; actually, they are doing it for our favor by giving us the opportunity to do so.

A customer is not someone to argue or match with someone. Nobody ever won an argument with customer. A customer is a person who brings us his wants. It is our job to handle them profitably to him and to ourselves.

Today, more companies are recognizing the importance of satisfying and retaining customers. Satisfied customers constitute the company's relationship capital. If the company were to be sold, the acquiring company would pay not only for the plant and equipment and the brand name but also for the delivered customer base mainly the number and the value of the customer who would do business with the new firms.

Definition

A satisfied customer is the best business strategy of all. - Michael LeBoeufs

The purpose of a business is to create a customer. - Peter Drucker

“A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so.” -Mahatma Gandhi

Customer Satisfaction

Customer satisfaction is defined as the degree of satisfaction provided by the goods or services of a company. This is usually gauged by the number of customers making repeat purchases. Customer satisfaction is critical if a company is to register high sales profits.

$$\text{Customer Satisfaction} = \frac{\text{Actual performance by the firm}}{\text{Customer's Expectation}}$$

Another way to examine this is that when positive perceptions are not confirmed by the firm, a gap occurs this has been called the service quality gap.

Customer satisfaction refers to how satisfied customers are with the products or services they receive from a particular agency. The level of satisfaction is determined not only by the quality and type of customer experience but also by the customer's expectations. Customer satisfaction is one of the main objectives of any organization. Every organization tries to know the customer satisfaction about their products. So a study on customer satisfaction helps the organization as well as the researcher to gain a vast knowledge over the real world tastes and preferences of customer. Whether the buyer is satisfied after purchase depends on the offers performance in relation to the buyer's expectations. In general satisfaction is a person's



feelings of pleasure or disappointment resulting from comparing a product perceived performance in relation to his or her expectations.

As this definition makes clear, satisfaction is a function of perceived performance and expectations. If the performance falls short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted. Many companies are aiming for high satisfaction because customers who are just satisfied still find it easy to switch over when a better offer comes along. Those who are highly satisfied are much less ready to switch over. High satisfaction or delight creates an emotional bond with the brand, not just a rational preference. The result is high customer loyalty.

There are a number of reasons why customer satisfaction is important in AIRTEL

1. Meet the needs of the customer is the underlying rationale for the existence of community service organizations. Customers have a right to quality services that deliver outcomes.
2. Organizations that strive beyond minimum standards and exceed the expectations of their customers are likely to be leaders in their sector.
3. Customers are recognized as key partners in shaping service development and assessing quality of service delivery.
4. The process for measuring customer satisfaction and obtaining feedback on organizational performance are valuable tools for quality and continuous service improvement.

Communication

In normal term, communication would mean the transfer of information from a source to a receiver. In other word it is the sharing of information by speaking, writing, or any other method. The terms 'information' applies to facts, ideas, opinions, experience, event, wishes, orders, emotions, and anything else that can be communicated.

Communication is all around us. Probably the most important type of communication is personal communication, which happens when people make their thoughts and wishes known to one another.

Telecommunication

Any transmission, emission (or) reception of signs, signal, writing, images, and sounds (or) intelligence of any nature by wire, radio, optical (or) other electromagnetic system.

- a. Private sectors
- b. Idea cellular limited
- c. Bharti Airtel limited
- d. Reliance communication limited

The Cellular Phone

Little electronic boxes making people busy!

Without it they go crazy!

Useful gadget everyone's need

And a cute little friend indeed

Do you know what is it?

Dr. Martine Cooper

Cell phone is the mostly used scientific invention in the field of communication. All over the world people rich or poor, educated or uneducated, old or young, use cell phone and communicate with others.

In 1973, Dr. Martin Cooper of America invented the first personal handset. He was working as one of the General Manager of Motorola Company. He was the first person to make a call on a portable (easy to carry) mobile phone in a public demonstration held at New York on 3rd April, 1973, in United States. He named the first mobile phone Motorola Dyna-Tac. The first cell phone was like a brick weighing 850.5 grams!

Today, cell phones have become smaller, thinner and weightless.

Though cell phones and landlines do the same job, they function in different ways. Landline phone carries calls along the electrical cables, but cell phone sends or receives calls without any wires.



Cell phones are like two- way radio. They have a transmitter and a receiver. Sounds are changed into electromagnetic radio waves. The cell phone towers pick the faint signals from cell phones and pass them to their destination. Every cell phone tower serves a particular span of area. The span of area is called a cell because it resembles a hexagon. So, mobile phones are called as cell phones or cellular phones.

The cell phones have made our life easier and comfortable. We can talk to any person in any part of the world within seconds. By using cell phones, we can send SMS, e-mail, pictures, video-clips and voice mail to other people. Cell phones can also serve as a calculator, calendar, and alarm clock. It is also used to record videos, pay bills and to book travel ticket.

The people all over the world feel the need to keep in touch, whether it is business (or) personal. And, till today, the telephone has been the most important communication tool. Even still, until a few years back, success in business depended on the hours a person spent in the office. Most of the times, he would be just waiting to make or receive an important phone call. However this situation no longer exists. The world has become even smaller and credit is due to introduction of cellular.

Functions of Cell Phone

1. Store contact information.
2. Make task or to-do lists.
3. Keep track of appointments and set reminders.
4. Send or receive e-mail.
5. Get information (news, entertainment, stock quotes) from the internet.
6. Play simple games.

Further Developments

The first cellular system was opened in Nordic countries- Sweden, Denmark, Norway and Finland in early 1980's within the two years cellular services were launched in USA using MPS (Advanced Mobile Phone Service). Over the few years, its operation reached every industrialized country in the world. In the fifteen years, the global subscriber base for cellular has risen from zero to 50 million spread in more than 100 countries which is about one tenth of the wire telephone lines.

Statement of the Problem

Customer satisfaction is generally described as the feeling experienced in the meeting of one's expectations. Customer satisfaction is the feeling (or) attitude of a customer towards a product (or) services after it has been used.

Customer satisfaction is a general problem which every organization face may be at high extent or may be at medium extent or may at low extent. The hypothesis has been made that there is a problem to achieve customers satisfaction in AIRTEL and this is affecting on the target of achievement of the company's objectives. Survey has been conducted to know the customers satisfaction. The search conducted was descriptive research are the objectives were found out from the market by asking the customers about their views.

Need & Scope of the Study

The present study is confined to Salem and it is decided to consider Airtel, Aircel and other. Cell phone services rendered to the customers. In Salem there are various cellular services available. Such as Airtel, Aircel etc. but the cellular services have been selected to study the consumer's satisfaction in it. It is the most popular private cellular services. The main objectives of this study is to analyze the customers satisfaction and problems, faced by Airtel, Aircel, etc., cellular services in Salem district has been taken for the current research work.

Objectives of the Study

The following objectives of the study are framed:

1. To evaluate the quality of service provider by the Bharti Airtel in Salem District;
2. To assess the factors which influence the customer's satisfaction;
3. To identify the areas which needs to be improved by the Bharti Airtel to deliver superior quality of service;
4. To suggest the company to improve the customer's satisfaction in terms of Qualitative and Quantitative aspects.

Research Methodology

Research methodology is a way to systematically solve the research problems. It may be understood as a science of studying how research is done scientifically. It includes various steps that are generally adopted by researcher in studying his research problems along with the logic behind them.



Research Design

The formidable problem that follows the task of defining the research problem is the preparation of the design of the research project, popularly known as the “Research Design”. Research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. The research design adopted for this study is descriptive design. Descriptive research includes surveys and fact finding of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present.

Sampling Unit

The sampling unit consists of the Airtel dealers in Salem district playing their root role in terms of conducting credible survey being known the customers preferences easily. The data was collected from all the 200 respondents by means of questionnaire.

Sampling Technique

The Sampling technique used in this study is “Convenience Sampling”. When the population elements for inclusion in the sample based on the ease of access, it can be called as convenience sampling.

Sources of Data

There are two types of data,

1. Primary Data
2. Secondary Data

Primary Data: The primary data are generated when a particular problem at hand is investigated by the researcher employing main questionnaires, telephone surveys, personal interviews, observations, and experiments. The primary data was collected from the respondents by means of questionnaire.

Secondary Data: The secondary data, on the other hand, include those data, which are collected for some earlier research work and are applicable in the study the researcher has presently undertaken. The secondary data was collected from the books, journals, magazines and company.

Framework of Analysis

After collecting data they are clearly scrutinized and transcript before the actual commencement for the tabulation form. Simple and direct tables are constructed where necessary not only the tables, but graphs and diagrams are also used to present data collection.

Schedule of the Questionnaire

Part -I, Personal Information

Part -II, Qualitative Aspects and

Part-III, Quantitative Aspects

Construction of Tools

The following techniques were used to study the objectives

Simple Percentage Analysis

Chi-Square test

Period of the Study: The duration taken by the researcher for the data collection and analysis regarding the customer satisfaction of Bharti Airtel, Salem District covers six months from (November to April 2014).

Limitations

Timing: People are not having time to fill questionnaire. Some time they keep it with themselves and return after some days. Sometimes people fill it in hurry which doesn't give accurate answer.

Biasness: People who are less educated then become in giving some answer which create biasness in result and findings.

Sample: Due to time limitation sample size are limited. Two hundred people of Salem district are made to become the part of research. If the sample size is increased the result will be more accurate.



Suggestions

1. The company is suggested to concentrate more on the Advertisement to cater to the needs customers of Bharti Airtel.
2. The company is suggested to concentrate more on the Magazines to cater to the needs of customers of Bharti Airtel.
3. It is found that the respondents like prepaid schemes, so the researcher suggest that the company has to introduce attractive the new schemes to postpaid and introduce a new technologies to compete with the competitors
4. The company is suggested to concentrate more on the GPRS settings to cater to the needs of customers of Bharti Airtel.
5. The company is suggested to reduce the outgoing call charges.
6. The company is suggested to concentrate more on the Prompt Network, Call rates and Internet services to cater to the needs of customers Bharti Airtel.
7. It is suggested that the respondents feel that there is problem in billing structure and free messages are insufficient. So the researchers suggest that the company has to solve the problem in billing structure and free SMS.

Conclusion

Service industry plays a significant role in both glocal and domestic economics. So every company must differentiate from other by providing good service.

Customer service and delivering quality service will be the major issues determining the competitive edge of organizations. To create excellence in service quality, and necessary to reinforce the positive behavior of service provider, Bharti Airtel Company has successfully implemented by providing facility.

The study reveals some findings and suggestions. If the company implements these suggestions then company can retain existing customers and acquire new customers which create more profit.

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