



## PERCEPTION OF CUSTOMERS ON AIRTEL AND TELENOR SERVICES IN ANANTAPURAMU DISTRICT OF ANDHRA PRADESH

**Dr. K. Maddileti**

*Asst. Professor, Dept. of Commerce, Sri Krishnadevaraya University, Anantapuramu- 515003.*

### **Abstract**

*The project entitled "A study of customer satisfaction on Airtel and Telenor services " is carried out with an objective to determine the consumer preference and satisfaction. A descriptive study was conducted to achieve the objectives. In total 60 respondents filled a well-structured questionnaire having a list of statements pertaining to services & facilities provided by the service provider. The main objective of the study was to know how the customers of AIRTEL Broadband perceive its Services are satisfied with the services provided by AIRTEL and also to identify the factors affecting the preferences of the customers Results reveal that the dimensions which influence the satisfaction level of customer's are: Core services like good coverage, good connectivity and network quality and call rate. Further results show that there is a significant relation between the brand name and the preference of customers. Hence, it has been recommended that telecom companies should focus on connectivity, call rate, coverage and network quality. The purpose of this study is to compare customer satisfaction towards Airtel and Telenor services.*

**Key words:** *Customer, Customer Satisfaction, Telecommunication.*

### **Introduction**

Customer satisfaction is the degree of satisfaction provided by the goods or services of a company as measured by the number of repeat customers. Customer satisfaction survey is a process of discovering whether or not a company's customers are happy or satisfied with the products or services received from the company. It may be conducted face to face, over the phone, via email or 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 overall satisfaction of customers. It is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

### **Objectives of the study**

1. To study the back ground of customer satisfaction
- 2 To analyse the customer satisfaction among selected networks in Anantapuramu district

### **Methodology**

The study is based on both primary and secondary data, the primary data have been collected from sample respondents i.e., the students of Post-Graduate in Sri Krishnadevaraya University through a structured Questionnaire. The sample selected is randomly and sample size is 60 for both service Airtel (30) and Telenor (30). The secondary data have been collected different sources such as dailies, Journals, periodicals, Books, different websites, published and unpublished theses



**Table – 1,Have you ever experienced any of the following problems in services?**

| S.no | Problems of services    | Airtel        | Telenor      |
|------|-------------------------|---------------|--------------|
| 1    | Delay in deliver or SMS | 4<br>(13.3%)  | 3<br>(10%)   |
| 2    | Call cut in the middle  | 3<br>(10%)    | 3<br>(10%)   |
| 3    | Low voice               | 3<br>(10%)    | —            |
| 4    | Unclear voice           | 3<br>(10%)    | 4<br>(13.3%) |
| 5    | One side voice          | 1<br>(3.3%)   | —            |
| 6    | Poor network            | 2<br>(6.7%)   | 15<br>(50%)  |
| 7    | Hidden charges          | 14<br>(46.7%) | 5<br>(16.7%) |
|      | TOTAL                   | 30<br>(100%)  | 30<br>(100%) |

Source: Field survey

Table—1 The table tell us, the study on the different types of the problems are facing by the customers, close observation of the Airtel services, 46.7 per cent of the customers either knowingly and unknowingly “hidden charges” imposed on the services , and 13.3 per cent of the customers faced for time taken in the form of the “delay in deliver or SMS” 10 per cent of the customers are “ call cut in the middle” . and 10 per cent of the customers are facing low voice problems and remaining 10 per cent of the Airtel customers to be faced the “unclear voice” and some sort of the 6.7 per cent of the customers was bear connection of the poor Networks, and rest of the 3.3 per cent of the customers has been attack by the one side voice from that services

In case of the Telenor services, 50 per cent of the customers have been faced poor network, that too in the “poor Network, 16.7 per cent of the customers facing” hidden charges”. In other words 13.3 per cent of the customers was facing unclear voice at the time of the communication. Overall conclusion of the above customers from the similar towards airtel and Telenor service. Based on the major problems faced by the two services either hidden charges and poor network. These are major problems raised by the two services.

**Table – 2, Customer satisfaction on overcharged bills through the services**

| S.no | Over charged bills | Airtel    | Telenor  |
|------|--------------------|-----------|----------|
| 1    | Many times         | 3(10%)    | 3(10%)   |
| 2    | Some times         | 17(56.7%) | 18(60%)  |
| 3    | Now and then       | —         | 1(3.3%)  |
| 4    | No                 | 8(26.7%)  | 8(26.7%) |
| 5    | Can't say          | 2(6.7%)   | —        |
|      | TOTAL              | 30(100%)  | 30(100%) |

Source: Field survey

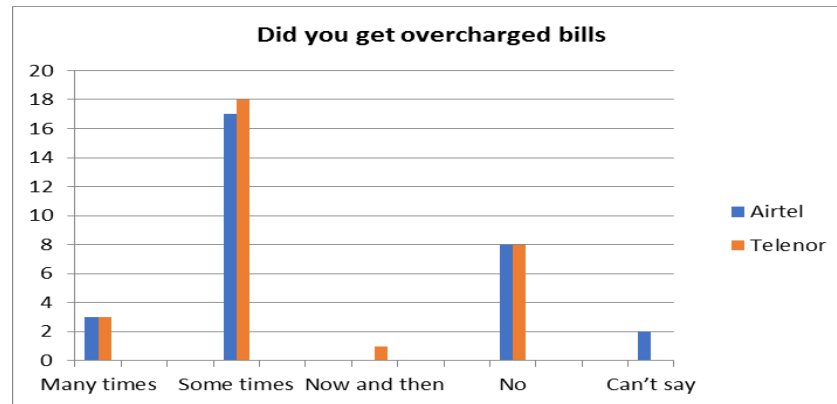


Table-13 Indicate that in the study of the overcharged bills are changed by the company .In the point of view of airtel services 56.7 per cent of the customers are said that the overcharged bills has some times are happening nor frequently occurred but rarely 26.7 per cent of customers said to that there is no overcharged bills against by the Airtel services .

Besides of Telenor services, 60 per cent of consumers are said that the overcharged bills against the Telenor services are not frequently occurred. But rarely happening these type of problems, 26.7 per cent of the customers said that there is no overcharged bills are charged by the Telenor services. And 10 per cent of the customers are said that overcharged bills has been many times are made by the Telenor services and 3.3 per cent of the customers are said that overcharged bills are now and then are happening .

Overall conclusion of the samples said that customers are facing some sort of overcharged bills. Other than the Airtel services Telenor has more overcharged bills are taken by their customers.

**Table – 3, Customer satisfaction on ever experience frequent failure of Network in major cities and towns?**

| S.no | Frequently failures of the network | Airtel    | Telenor   |
|------|------------------------------------|-----------|-----------|
| 1    | Frequently occurred                | 1(3.3%)   | 4(13.3%)  |
| 2    | Not so Frequently occurred         | 16(53.3%) | 14(46.7%) |
| 3    | Occurred                           | 5(16.7%)  | 2(6.7%)   |
| 4    | Not noticed                        | 8(26.7%)  | 10(33.3%) |
|      | TOTAL                              | 30(100%)  | 30(100%)  |

Source: Field survey

Table-3 Denote that study on the frequently failure of the network in the major cities and towns. The study found that the majority of the (53.3 per cent)Airtel customers are stated that there is no frequently occurred failure of network and 26.7 per cent of the customers are told that about frequently failure of network in major cities and towns they don't face, however 16.7 per cent of customers are somehow happened in network failures but it occurred remaining 3.3 per cent of customers has been said this it can be frequently occurred due to network problems.

In other hands of the Telenor services 46.7 per cent of customers can be said has the network failure of the major cities and towns not so frequently occurred. While may be occurred in the network reasons



for failure of any network has power cut and some technical problems wherein 33.3 per cent of customers say's that they didn't know and not noticed to failure of the network and 13.3per cent of the customers said to be frequently occurred in failure of the network in cities and towns rest of the 6.7 per cent of the customers are state that on the network failure happened & occurred.

In other hand it is concluded that on the whole of the random samples from chosen by the consumers depend up on the majority of the sample say's that compare to Telenor services more than network failures are not so frequently occurred in Airtel services because of the network failure due to power cut and technical problems indicate high in the Airtel services.

**Table – 4, Customer notion on “2G” services providing by both services**

| S.no | Particulars     | Airtel    | Telenor   |
|------|-----------------|-----------|-----------|
| 1    | Extremely happy | 1(3.3%)   | 2(6.7%)   |
| 2    | Happy           | 9(30%)    | 9(30%)    |
| 3    | Unhappy         | 4(13.3%)  | 10(33.3%) |
| 4    | Average         | 10(33.4%) | 5(16.7%)  |
| 5    | Can't say       | 6(20%)    | 4(13.3%)  |
|      | TOTAL           | 30(100%)  | 30(100%)  |

Source: Field survey

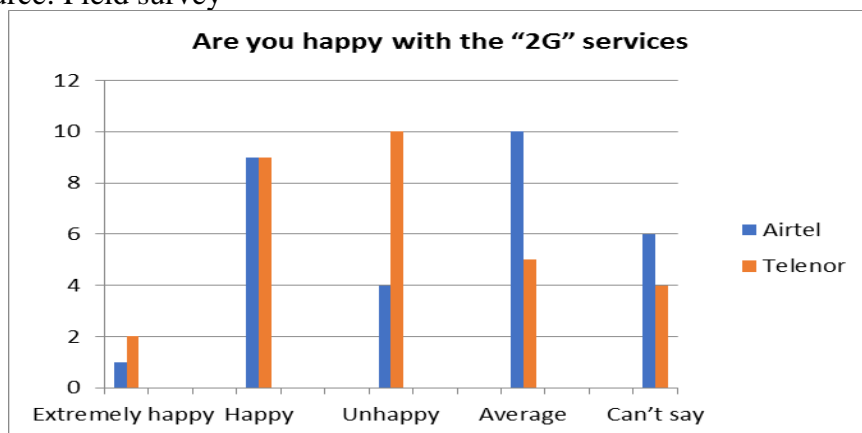


Table-4 the study found that majority of the sample respondents are somewhat happy of on the 2G services by providing both Airtel and Telenor services. A Meagre percentage of the sample respondents are not using 2G services in both services.

However based on the samples concluded that comparison of Airtel and Telenor services Airtel services was best server than the Telenor services Therefore Airtel has their own abilities and initiation and potentially to adopt the new technology.

Hence , now -a-days the Airtel company has facilitating 2G with besides 3G and 4G also implementing in the process whatever customers is there. They wish to choose the best features such as

- Speed
- Promptness of the browsing without hassles
- Accessibility
- Flexibility



**Table – 5, Customer satisfaction your present number is an original one or opted under number portable facility?**

| S.no | Particulars             | Airtel       | Telenor      |
|------|-------------------------|--------------|--------------|
| 1    | Original number         | 24(80%)      | 26(86.7%)    |
| 2    | Number of portability's | 6(20%)       | 4(13.3%)     |
|      | TOTAL                   | 30<br>(100%) | 30<br>(100%) |

Source: Field survey

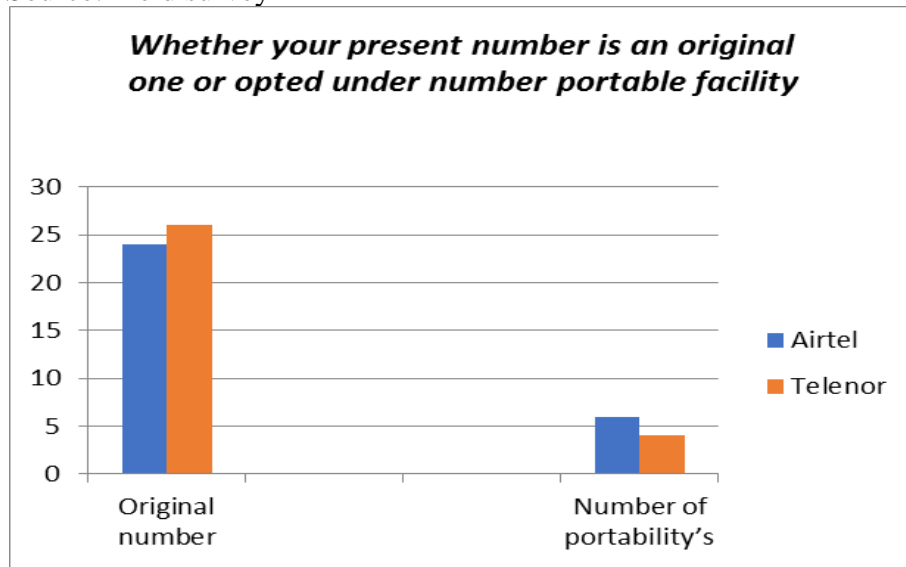


Table-5 Refer to the observation on the whether you present number is an original or portable number under the majority of the samples selected from the customers. It is found that in the case of the Airtel services, around the samples majority of 80 per cent of the customers are since stable and continued in original number and they are prefer to continued and remaining 20 per cent of the customers came from the different types of network in other words they are belong to so many network and number of portability's more or less low level.

Besides in other words in prospect of the Telenor services, 87 per cent of the customers are fixed and sustained in the Telenor services because of once you cultivate and habituate the habit for adopt the services. they are wish to continued moreover 13 per cent of the customers are opted number of portability's although they are came from different opted network and portability's

Hence depend up on the samples it is concluded that compare other than Airtel services the Telenor has been occupied and adopted more number of customers in other words once you willing to tap and touch and gain heart of the customers they want to buy more. So as early as possible try to achieve and habituate you services to you customers they are fixed and continued in you services. Customers are becomes slaves of you product and services.



**Table – 6,Influence for buying services in the study area**

| S.no | Particulars     | Airtel    | Telenor   |
|------|-----------------|-----------|-----------|
| 1    | Family member's | 14(46.7%) | 10(33.3%) |
| 2    | Friend's        | 7(23.3%)  | 11(36.7%) |
| 3    | Dealers         | —         | 1(3.3%)   |
| 4    | Advertisement   | 9(30%)    | 8(26.7%)  |
|      | TOTAL           | 30(100%)  | 30(100%)  |

Source: Field survey

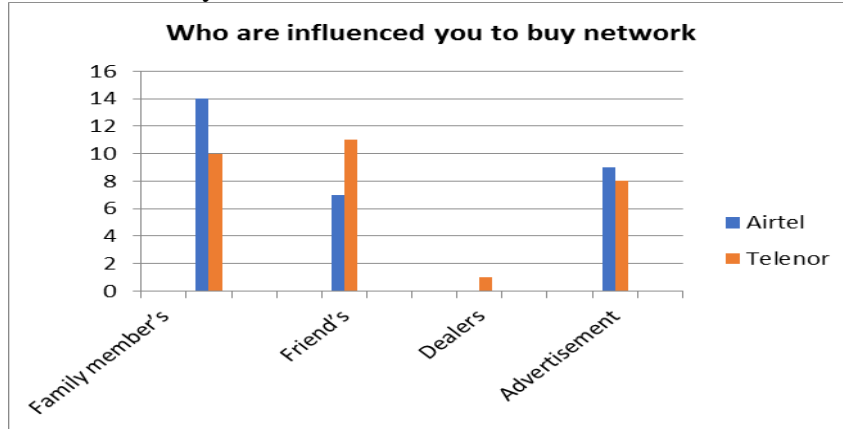


Table-6 The table shows that the study regarding on who are influenced to buy network, wherein Airtel services 46.7 per cent of the customers are influenced by the family -member's to bought the Airtel network while 30 per cent of the customers are influenced through advertisement where has advertisement made by the Airtel network for sake of the attract the new customers beside the rest of 23.3 per cent of the customers are influenced by the friends recommend to buy the Airtel network.

Hence in the case of the Telenor services, 36.7 per cent of the customers can be influenced by the friends to buy Telenor network and 33.3 per cent customers have been influenced by their family members to bought the Telenor network,remaining 26.7 per cent of the customers are influenced by the advertisement, and only 3.3 per cent are influenced by dealers.

Based on the study, majority of the respondents are willing to buy which one is best network and best service and also getting the information from family member, friend and advertisement about the network. It is clearly indicates that the customers have been influenced by the family members, friend and advertisement these are major influenced factors to affect any customers behaviour.

**Table – 7,Opinion of the customers on wrong calls**

| S.no | Call gone to a wrong number | Airtel    | Telenor   |
|------|-----------------------------|-----------|-----------|
| 1    | Many times                  | 3(10%)    | 2(6.7%)   |
| 2    | Some times                  | 15(50%)   | 10(33.3%) |
| 3    | Now and then                | 1(3.3%)   | 3(10%)    |
| 4    | No                          | 11(36.7%) | 13(43.3%) |
| 5    | Can't say                   | —         | 2(6.7%)   |
|      | TOTAL                       | 30(100%)  | 30(100%)  |

Source: Field survey

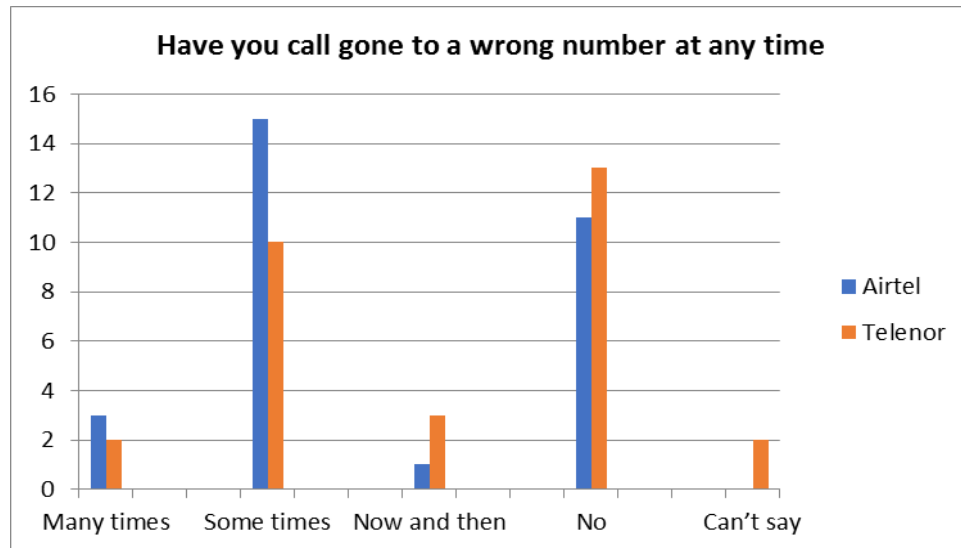


Table-7 Depicted that customer opinion on wrong call if any in the study area. It reveals that, 36.7 per cent of the customers are receiving any wrong call from the other customers. Besides 10 per cent of customers have been many times to get wrong calls are made by the users and rest of 3.3 per cent of the customers are said to be it will occurred now and then but not so frequently.

In the point of view of Telenor services, majority of the respondents (43.3 per cent) are not getting any wrong calls by the strangers or any unknown persons. And 33.3 per cent of the customers says that it may be happened in some times of wrong calls are made by unknown persons. And more over 10 per cent of the customers whether he or she may get wrong calls now and then but not so frequently. And 6.7 per cent of the customers said that many times it is frequently occurred wrong calls from the other persons. Although 6.7 per cent of the customers says that can't say anything about wrong calls are made by the strangers.

Hence apart from major samples it concludes that compare to other than Telenor services Airtel Company has the more wrong calls are made by the unknown persons. This leads to disturbing the right calls but who are actually to talk the right person for important matter perhaps missing the important information. On the other hand customers may miss the important calls from some other persons and try to overcome in the form of take the remedial action. Then only you may get best results out of this.

**Table -8, What is your opinion on SMS sent from your Network?**

| S.no | Particulars  | Airtel    | Telenor   |
|------|--------------|-----------|-----------|
| 1    | Many times   | 8(26.7%)  | 2(6.7%)   |
| 2    | Some times   | 13(43.3%) | 17(56.7%) |
| 3    | Now and then | 5(16.7%)  | 4(13.3%)  |
| 4    | No           | 3(10%)    | 5(16.7%)  |
| 5    | Can't say    | 1(3.3%)   | 2(6.6%)   |
|      | TOTAL        | 30(100%)  | 30(100%)  |

Source: Field survey

Table-8 Indicate that the study regarding on the opinion on SMS sent from your network. In case of Airtel services 43.3 per cent of the customers are sometimes get messages and best offers are offered by the Airtel services. And in other words 26.7 per cent of the customers can get many times, 16.7 per



cent of customers said that now and then gets the SMS and information regarding to services but not so frequently. While 10 per cent of the customers are says that didn't get any SMS sent from the Airtel services.

However in other hands Telenor service point of view ,56.7 per cent of the customers are sometimes will get SMS sent by the Telenor services. 16.7 per cent of the customers are will not get any SMS and whereas 13.3 per cent of the customers has been now and then it may be happens but not so frequently to get SMS from the Telenor services.

The study concluded that Telenor has sent many useful SMS to their customers; however Telenor network provides more useful services than the Airtel network service provider.

### **Conclusions**

From this study it reveals that most of the customers are satisfied with the performance of the company. Here the research is made for an attempt to identify the needs and satisfaction of the customers of airtel and telenor. Sufficient data are collected from 60 respondents through questionnaire. But the customer has an indifference attitude towards certain factors. The study concluded that all most all the respondents have been satisfying in all matters of both networks.

### **References**

1. Dinesh Kumar Pandiya et al., (2014), "A study on the impact of customer satisfaction on airtel". International Conference on Advancements in computing and Management Volume, pp.no.1-8. 2.
2. Buvaneswari and R. PrakashBabu67 (2013) "Study on Customer Satisfaction towards Cellular Service with Special Reference to Aircel at Mannargudi Town". International journal of Management Technology and Engineering.
3. and Vasita (2011) "The consumer preferences and satisfaction towards various mobile phone service providers in Jodhpur city", Journal of Social and Administrative sciences, Volume 5 Issue 3.
4. Bernard j. T. Millender. Specification methodology applied to the gsm gadget. In eurocon 88, June 2005. Seshadri Mohan and RaviJain. Two person area strategies for non-public conversation services. IEEE private communications in 1994. Moe rahnama. Evaluation of the gsm device and protocol structure. IEEE communications magazine. April 1993.