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A Study On Consumers Satisfaction Towards Airtel Broadband Users In Chengalpattu District, Tamilnadu

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ABSTRACT

Consumer satisfaction is a measurement of consumer attitudes about products, services or brands. While it's always been smart to keep consumer happy, the term Consumer satisfaction became popularized in the 1980"s with the total quality movement. Consumer satisfaction is a term, which measure how products and services supplied by a company meet or surpass customer expectation. This study is mainly focused to understand the Consumer satisfaction level of airtel Broadband in Chengalpattu district. The outcomes of this survey can be used by the airtel, for understanding the preference level of customers in respect to Broadband connection and offer better services to their customers to increase their market share and Brand Image. This paper also attempts to understand the brand awareness, competitive strength of the company and problems faced by the customer, which helps the company to take appropriate measures to solve the problems.

INTRODUCTION

Internet communication in India is growing rapidly, along with the boom of wireless communication. Broadband Internet access is on the rise, although the current penetration rate is low. The Indian broadband sector has a great opportunity to grow, due to a large population and the growing economy. E-government services, e-health, e-education, and many other online services such as online video, music downloads, and online gaming are driving broadband adoption in India.

Peoples are becoming busy day by day and more professional than before. They need to share more information to each other because demography has changed due to the era of globalization. Broadband has introduced a tremendous change in the communication sector in our country. It

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has changed the communication structure also. People in various occupation and income levels are using broadband intensively for their occupational purpose and personal purpose as well.

Airtel Broadband is powered by DSL technology DSL provides blazing-fast, secure Internet access and can be delivered to both homes and to businesses. Delivered right through a regular telephone line, data rates can vary from 128Kb to 8Mb per second depending on the type and cost of the service. DSL can be delivered to both homes and to businesses [15-18]. Digital Subscriber Line (DSL) technology provides instant Internet and network access at speeds up to 50 times faster than a 28.8Kbps modem on a standard analog phone line. There are no dial up delays, no busy signals. What used to take minutes or hours to download will take just seconds or minutes. With DSL Internet Service you can download graphics-heavy files, large documents, software, photos, email attachments, and more, instantly. It's perfect for real-time interactive multimedia, broadcast quality video, distance learning, and video-on-demand. And because DSL Internet Service sends data and voice over the same line [39-42], you can talk on the phone while you are Online.

REVIEW OF LITERATURE

M. Muthumani, Dr. N. Thangwale, (2010) In order to identify the primary use of broadband connection, and Y.L. Chaudary, to study brand preference, in Chennai City, a study on Reliance-related broadband connection and consumer choice on buyer behavior. Competitive brands and their services were their conclusions that 35.5% of respondents use the same brand for 1 to 1-2 years, and 32% of respondents use the same brand for more than 2 years.

Padma K JAA (2010) "A Study on the Consumer Behavior of Airtel Broadband Services" aims at analyzing the level of customer satisfaction to the main objectives and to explore consumer awareness for Airtel broadband services. His findings were that 60% of the people know about Airtel broadband. Airtel customers are very satisfied with the services and do not want to switch to other brands.

S.Aravind Sinha (2010) “A case study on Airtel broadband connection”. India’s leading provider of state-of-the art telecommunications services is the power behind Airtel Broadband Services India. Bharti Airtel, as the company is known, directly manages three lines of businesses under its subgroup.Airtel is offering different broadband plans based on the customers requirement.

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Dr. Mohamed Rafi (2010) bin Yakob examined the cooperation between the levels of customer satisfaction of broadband service with the prices of "a study on the determinants of customer satisfaction towards broadband services in Malaysia". To determine the level of customer satisfaction on the stability of broadband services and their conclusions were the price of broadband customers and each broadband provider would be less demanding in high pricing.

OBJECTIVES OF THE STUDY

- To study the level of consumer satisfaction towards Airtel Broadband.
- To know the reason to prefer the Airtel Broadband.
- To know the type of broadband connection preferred by the consumers in Airtel

STATEMENT OF THE PROBLEM

The internet is important to businesses because of their need to advertise and market their services. Most businesses today have websites on the internet, where their consumers can either find information about them and even buy or order the service or products. The study is attempted to identify the consumer's satisfaction towards Airtel broadband users in Chengalpattu. It also highlights detailed analysis about the Airtel Broadband which provides maximum service & facilities.

The problem of this study is driven by the need to empirically measure the service delivery of broad band operators in Chengalpattu District of Tamil Nadu. Airtel is one of the largest and leading units providing comprehensive range of telecom services in India. The aim of the research is to examine the level of service quality as perceived by customers of Airtel broadband subscriber and its effect on the level of customer's satisfaction.

RESEARCH METHODOLOGY

Methodology is a way to systematically solve the research problem. It may be understand as a Science of studying how research is done scientifically. Research Methodology is a step by step study of a problem

Sampling Design

Sampling is the process of selecting a sufficient number of elements from the population, so that a study of the sample and an understanding of its properties or characteristics would make it possible for us to generalize such properties or characteristics to the population elements.

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Data Collection

A self-administered questionnaire was the main instrument used during this study. It was chosen because the Respondents sample size was quite large and data was needed urgently which made it the ideal tool in such a case.

Sampling Size

The research was conducted in Chengalpattu with 100 respondents.

Sampling Area

The research was conducted in Chengalpattu with 100 respondents.

Data Processing, Analysis and Presentation

After collecting data, the researcher organized well-answered questionnaires; data was edited and sorted to ensure Completeness and accuracy of the data.

Research Tools

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

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.

DATA ANALYSIS AND INTERPRETATION

AGE WISE DISTRIBUTION

s.no	Particulars	No. of respondents	Percentage of respondents
1	Below 20yrs	8	8%
2	21-30yrs	40	40%
3	31-40yrs	38	38%
4	41-50yrs	4	4%
5	Above50yrs	10	10%
	Total	100	100%

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GENDER WISE CLASSIFICATION

s.no	Particulars	No.of respondents	Percentage of respondents
1	Male	62	62%
2	Female	38	38%
	Total	100	100%

CHI-SQUARE TEST

Age of the respondent & gender of the respondents Cross tabulation

		gender of the respondents		Total
		male	Female	
age of the respondent	21-30yrs	35	0	35
	31-40yrs	30	0	30
	41-50yrs	20	5	25
	above50yrs	0	10	10
Total		85	15	100

Hypothesis:

Ho= there is no relationship between age and gender H1=there is relationship between age and gender **Inference:**
The above analysis resulted that the calculated value is greater than the table value

(4.737 > .957).Accept the H1 Hence, there is relationship between the age and gender.

Chi-Square Tests

	Value	df	Asymp.Sig. (2-sided)
Pearson Chi-Square	4.737[a]	9	.957
Likelihood Ratio	6.205	9	.719
Linear-by-Linear Association	.074	1	.586
N of Valid Cases	100	0	

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- 3 cells (37.5%) have expected count less than 5. The minimum expected count is 1.50.

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.

FINDINGS

- 40% of the respondents are belong to 21-30 years of age group
- 62% of the respondents are belonging to male category

SUGGESTION

- The company should introduce more broadband schemes for middle class peoples. After sales service in Airtel broadband should be improved.
- Most of the respondents felt the safety & security of Airtel broadband is moderate level. This should be improved. The company should provide more offers to their customers.

CONCLUTION

This study is used to find the satisfaction level of customers regarding the Airtel broadband in Chengalpattu. The study also helped the Airtel Network as well as the researcher is known about the customers awareness, preference and perception level. The study will help to formulating the effective strategies for the company to deal with competitors. After the analysis most of the respondents prefer the Airtel broadband network for network coverage. The overall satisfaction of Airtel broadband in Chengalpattu was good for its quality of service, network coverage, customer care support and applying procedure etc.

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