CUSTOMERS SATISFACTION ON AIRTEL POSTPAID SERVICES, COIMBATORE

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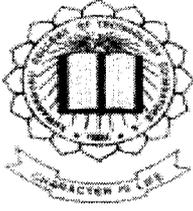COIMBATORE

A PROJECT REPORT
Submitted to the

FACULTY OF MANAGEMENT STUDIES

In partial fulfillment of the requirements
for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

JULY, 2007

KCT BUSINESS SCHOOL

Department of Management Studies

(AN ISO 9001 : 2000 Certified Institution)

Coimbatore – 641 006

BONAFIDE CERTIFICATE

Certified that this project titled **"CUSTOMERS SATISFACTION ON AIRTEL POSTPAID SERVICES, COIMBATORE"** is the bonafide work of Mr.V.Jeyakumar (Reg.No.71206631016), who carried out this research under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part any other project report or dissertation on the basis of which a degree award was confirmed on an earlier occasion on this or any other candidate.

_____   _____
Project Guide   **Director**

Evaluated and Viva-voce held on ___29·10·2007___

_____   _____
Examiner I   **Examiner II**

Executive Summary

EXECUTIVE SUMMARY

India has become one of the fastest growing mobile market in the world. In India the cellular mobile service industry is flourishing with wide range of services. There are many players in the Indian cellular mobile telephone industry. Viz Aitel, Hutch Essar, BSNL, Reliance Communications, Tata Tele Services Limited, Aircel and also various other players. India, with its high population and development potential, is having one of the fastest growing telecom networks in the world.

Against this background, the study was conducted for Airtel. The objectives of the study are to determine the customers level of expectation and satisfaction on the Airtel postpaid services. Further the study attempts to identify the gap between expectation and satisfaction of the customers and to identify the influence of demographic variable on the level of expectation and satisfaction. The study assumes the characteristics of descriptive research. A sample of hundred and ten customers in Coimbatore city is selected on convenience basis and data are collected through questionnaire method.

The study reveals that the majority of the respondents are male and business people and with income group between 20,001 to 30,000. There exist a gap between the level of expectation and satisfaction of customers with respect to outgoing call charge, roaming facility, SMS facility, monthly rent, billing accuracy, payment options, STD cost, ISD facility, GPRS and value added services. The findings of the study has high lighted that the demographic variable viz, age, gender, education, occupation and income has a significant influence on the level of expectation and satisfaction on Airtel postpaid would enable the marketing strategies to frame suitable strategies to enhance the market share of Airtel postpaid services.

Acknowledgement

DECLARATION

I hereby declare that this project report entitled as **"Customers satisfaction on Airtel postpaid services, Coimbatore"** done in Bharti Airtel Limited, Coimbatore has been undertaken for academic purpose submitted to Anna University in partial fulfillment of the requirements for the award of the degree of Master of Business Administration. The project report is the record of the original work done by me under the guidance of **Prof.K.Chitra** during the academic year 2007-2008.

I, also declare hereby, that the information given in this report is correct to bets of my knowledge and belief.

Place : Coimbatore

Date :   **Signature of the Candidate**

Airtel

Date:17.09.2007

SUMMER INTERNSHIP PROJECT COMPLETION CERTIFICATE

This is to certify that Mr. V. Jeyakumar (Roll No.06MBA16) a student of KCT Business School, Kumaraguru College of Technology, had undergone a project between 20.06.2007 and 30.07.2007 entitled "**Customers Satisfaction on Airtel Postpaid Service, Coimbatore.**"

During the tenure his performance was very good.

Signature of the
Organizational Guide

ACKNOWLEDGEMENT

I express my sincere gratitude to our beloved correspondent Prof. **Dr.K.Arumugam,** Kumaraguru College of Technology, for his kind blessings and moral support for carrying out this project.

I thank our respected chairman **Dr.N.Mahalingam** who helped us to undergo this master's degree and acquire a lot of knowledge.

I express my sincere thanks to our principal **Dr.Joseph V Thanikal,** Kumaraguru College of Technology, for allowing us to carry out this project.

It express my sincere thanks to Director **Prof.Dr.S.V.Devanathan** Kumaraguru College of Technology, Department of Management Studies, for allowing us to carry out this project work.

I take privilege and immense pleasure in expressing my sincere gratitude to my guiding spirit, **Prof. Dr. K.Chitra,** for her in-depth guidance, motivation and encouragement in executing this project right from beginning and making it a success.

I extend my sincere thanks and gratitude to Sharti Airtel Limited for permitting me to do this project. Specially I would like to thank **Ms.Shalini Michael,** Head-Postpaid for her effective guidance and valuable support to carry out this project in their premises.

My special acknowledgements and thanks to Department of Management Studies, faculty members, my friends and family members who helped me in the completion of this project successfully.

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CHAPTER 1

INTRODUCTION

1.1 Background

India is one of the fastest growing telecom network in the world. The Country is divided into 23 Service Areas consisting of 19 Telecom Circle Service Areas and 4 Metro Service Areas for providing Cellular Mobile Telephone Service (CMTS).

In terms of National Telecom Policy (NTP)-1994, the first phase of liberalization in mobile telephone service started with issue of 8 licenses for CMTS in the 4 metro cities of Delhi, Mumbai, Calcutta and Chennai to 8 private companies in November 1994. Subsequently, 34 licenses for 18 Territorial Telecom Circles were also issued to 14 private companies during 1995 to 1998. During this period a maximum of two licenses were granted for CMTS in each service area and these licensees were called 1st & 2nd cellular licensees. These licensees were to pay fixed amount of license fees annually based on the agreed amount during the bidding process. Subsequently, they were permitted to migrate to New Telecom Policy (NTP) 1999 regime wherein they are required to pay License fee based on revenue share, which is effective from 1st August, 1999.

State owned Public Sector Undertakings {Mahanager Telephone Nigam Limited (MTNL) and Bharat Sanchar Nigam Limited (BSNL)} were issued licenses for provision of CMTS as third operator in various parts of the country. Further, 17 fresh licenses have been issued to private companies as fourth cellular operator in September/ October, 2001, one each in 4 Metro cities and 13 Telecom Circles.

As per conditions of the License Agreement, cellular operators are free to provide, within their area of operation, all types of mobile services including voice and non-voice messages, data services and Public Call Offices (PCOs) utilizing any type of network equipment, including circuit and package switches that meet the relevant International Telecommunication Union (ITU) or Telecom Engineering Centre (TEC) standards.

With effect from 1st April 2004, the license fee, excluding spectrum charges for cellular mobile telephone services is 10% of "Adjusted Gross Revenue" (AGR) for Metro Service Areas and category `A' circles, 8% of AGR for category `B' Circles and 6% of AGR for category `C' Circles.

The old cellular licensees (1st and 2nd CMTS licensees) in telecom circles have been given additional concession for a period of 4 years with effect from 1st April 2004 in the license fee. The license fee, excluding spectrum charges for old cellular licensees (1st and 2nd CMTS licensees) in telecom circles is 8% of "Adjusted Gross Revenue" (AGR) for category `A' circles, 6% of AGR for category `B' Circles and 5% of AGR for category `C' Circles for a period of 4 years with effect from 1st April 2004.

In addition to license fees, the CMTS licensees pay spectrum charges on revenue share basis of 2% of AGR for spectrum up to 4.4 MHz. For spectrum beyond 4.2 MHz up to 6.2 MHz, they are required to pay additional charges at1% of AGR. For spectrum beyond 6.2 MHz, which shall be given if the subscriber base is more than 5 Lacs, they are required to pay additional 1% of AGR. Allocation of spectrum beyond 6.2 MHz is subject to availability; however, spectrum allocation would be limited to a maximum of 10MHz + 10MHz per operator in a service area. Such additional allocation could be considered only after a suitable subscriber base, as may be prescribed, is reached.

Airtel is a brand of telecommunication services in India operated by Bharti Airtel. Airtel is the largest cellular service provider in India in terms of number of subscribers. Bharti Airtel owns the Airtel brand and provides the following services under the brand name Airtel: Mobile Services (using GSM Technology), Broadband & Telephone Services (Fixed line and Internet Connectivity), Long Distance Services and Enterprise Services (Telecommunications Consulting for Corporates). Leading international telecommunication companies such as Vodafone and SingTel hold partial stakes in Bharti Airtel.

Competition profile:

Hutch Essar

Hutch is the fourth largest cellular operator in India that covers most of the country. It offers both prepaid and postpaid GSM cellular phone coverage throughout India and is especially strong in the major metros. The company is often praised for its award winning advertisements which all follow a clean, minimalist look. A recurrent theme is that its message **Hi** stands out visibly though it uses only black letters on white background. Another recent successful ad campaign in 2003 featured a dog following a boy around in unlikely places, with the tagline, *Wherever you go, our network follows.*

Hutch Essar is owned by Vodafone 52%, Essar Group 33%, and other Indian nationals, 15%. Vodafone and the Essar group have reached an agreement on the management of the company, which will be renamed Vodafone Essar in the near future.

Bharat Sanchar Nigam Limited

Bharat Sanchar Nigam Limited (known as BSNL) is a public sector communications company in India. It is the largest telecommunication company in India and the sixth largest in the world. Its headquarters are at Statesman House, Barakhamba Road, New Delhi. It has the status of **Mini-ratana** - a status assigned to reputed Public Sector companies in India.

BSNL is India's oldest and largest Communication Service Provider (CSP). Currently BSNL has a customer base of 64.8 million (Basic & Mobile telephony). It has footprints throughout India except for the metropolitan cities of Mumbai and New Delhi which are managed by MTNL. As on March 31, 2007 BSNL commanded a customer base of 33.7 million Wireline, 3.6 million CDMA-WLL and 27.5 million GSM Mobile subscribers. BSNL's earnings for the Financial Year ending March 31, 2006 stood at INR 401.8b (US$ 9.09 b) with net profit of INR 89.4b (US$ 2.02 billion). Today, BSNL is India's largest Telco and one of the largest Public Sector Undertaking of the country with authorized share capital of US$ 3.95 billion (INR 17,500 Crores) and networth of US$ 14.32 billion.

Reliance Communications

Reliance Communications (formerly Reliance Infocomm), along with Reliance Telecom and Flag Telecom, is part of Reliance Communications Ventures (RCoVL). According to National Stock Exchange data, Anil Ambani controls 66.75 per cent of the company, which accounts for more than 136 crore shares of the company. Reliance Infocomm is an Indian telecommunications company. It is the flagship company of the Reliance-Anil Dhirubhai Ambani Group, comprising of power (Reliance Energy), financial services (Reliance Capital) and telecom initiatives of the Reliance ADAG Group. Reliance Infocomm is currently managed by Anil Dhirubhai Ambani.

Aircel

Aircel, now part of Maxis Communications Berhad, Malaysia, is India's fifth largest GSM mobile service provider with a subscriber base of over 6.2 million (over 4 million in Chennai & Tamil Nadu alone) and the fastest growing mobile operator in the country. As on date, Aircel is present in 9 telecom circles (Assam, Bihar, Chennai, Himachal Pradesh, Jammu & Kashmir, North East, Orissa, Tamil Nadu and West Bengal) and with licences secured for the remaining 14 of the 23 telecom circles, the company is on track to become a pan-India operator. Additionally, Aircel has also obtained the nod from Department of Telecommunications (DoT) to provide International Long Distance (ILD) and National Long Distance (NLD) telephony services. For more information, please log on to www.aircel.com

Tata Teleservices Limited

Tata Tele services Limited (TTSL) is part of the Tata Group of Companies, an Indian Conglomerate. The company forms part of the Tata Group's prescence in the Telecommunication Industry in India, along with Tata Teleservices (Maharashtra) Limited (TTML) and VSNL. TTSL was incorporated in 1995 and was the first company to offer CDMA Mobile services in India, specifically in the state of Andhra Pradesh. In December 2002, the company acquired the erstwhile Hughes Telecom (India) Ltd. which was renamed Tata Teleservices (Maharashtra) Limited. Tata is the direct competitor with Reliance Communications in India, Tata is also giving many offers to get customer by full calling value on recharges and Tata to Tata free on selected

coupans and it is first to launch incoming free offer in India. TATA is also providing its Wireless landline phone service by the brand name of walky with number series of 6.

India, with its high population and development potential, is having one of the fastest growing telecom networks in the world. Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance in relation to customers expectation. If the performance falls short of expectation, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds the expectations, the customer is highly satisfied or delighted. This research is to find out the level of customer satisfaction and expectation of Airtel postpaid users in the city of coimbatore, so that Bharti Airtel can improve the level of customer satisfaction and also make the organization aware about the customer's expectation from Airtel postpaid users.

1.2 Review of Literature

This section deals with Review of literature collected from various sources

Divya P (1998) have undertaken a study on the customers satisfaction index on Reliance India mobile. The study was made to know the level of customer satisfaction towards, Reliance India mobile. On the analysis it was found that the most of the customers were satisfied with the service provided. The major reasons for dissatisfaction was found to be the lack of proper networking, signal problem, issuance of a different number for roaming and lack of proper information on hand set usage and long hours of waiting at customer care centers.

Shylesh S (2002) have conducted a study on the customers satisfaction on the Airtel prepaid mobile services. The study revealed that there existed more number of satisfied than the dissatisfied customers. The major reasons for dissatisfaction was found to be lack of proper network, coverage and long hours of waiting at customer care centers to attend their problems and clarifications. The data is collected from 150 respondents through simple random technique.

Chen, shu – ching; Quester, Pascale G have conducted a study on "Implementation and outcomes of customer value." This study examines the concept of customer value based on the views shared by service firms and their consumers. Using qualitative and quantitative approaches, the study reveals customer satisfaction and retention as outcomes of front – line service employees' values delivery practices. Results suggest that service employees' efforts to deliver customer value even when based on a dyadic view, do not necessarily lead to customer retention. Rather, customers become more loyal when the value provided by service employees is matched by consumers satisfaction.

Bloemer, Jose; Decker, David have conducted a study on "Effects of personal value on customer satisfaction." This study seeks to investigate empirically two specific processes that relate personal values to satisfaction with services (the value percept disparity model and the value disconfirmation model). This study generalizes both models into a new value disparity – disconfirmation model, providing testable conditions to evaluate and compare the validity of the original models. The result of the study best support the value disconfirmation model. Furthermore, the paper shows that in the research's settings of a financial service provider the external dimension of values is more instrumental in predicting satisfaction than the internal dimension.

Paulsen, Marcel; Birk, Mathias M conducted a study on "Satisfaction and repurchase behaviour in a business – to – business setting. Investigating the moderating effect of manufacturer, company and demographic characteristics". Previous study investigated the satisfaction – retention link has shown that the relationship is weak and that customers repeatedly defect even though they state to be highly satisfied. In contrast to these studies, this study investigates the differential effect of the manufacturer on the satisfaction – retention link in a business – to – business setting. Results show, that the satisfaction – retention link is moderated by demographic characteristics of a decider in a buying center, characteristics of the purchasing company and the manufacturer.

Whartons' Jay H. Baker Retail Intiative and the verde Group conducted study on "Retail customer Dissatisfaction". The study found that disinterested, ill prepared

and unwelcoming salespeople lead to more lost business and bad word – of – month than any management challenge in retailing.

Sathya L (2000) has undertaken a study on the customers satisfaction on the Airtel services. The study attempted to know the level of customer satisfactory towards Airtel services. The major reasons for dissatisfaction was found to be billing problem, payment options and long hours of waiting at customer care centers to attend their problem and clarifications. The data is collected from 200 respondents through simple random technique.

Ricca, Stephanie have given a report on "Overall guest satisfaction slips in the U.S. hotel and motel Industry" 2007. The survey was conducted among in more than 47,000 hotel guests. The report says that the decline is not a cause for concern but allows hotels to determine which areas of service needs improvement.

Against this background of literature, study has been conducted to know the customers satisfaction on Airtel postpaid services in Coimbatore region.

1.3 Objectives of the study

> To identify the profile of Airtel postpaid users.

> To determine the customers' level of expectations and satisfaction on the Airtel postpaid services.

> To identify the gap between the expectations and satisfaction of the customers.

> To analyze the influence of the demographic variables on the level of expectations and satisfaction.

> To provide suggestions based on findings.

1.4 Statement of the Problem

The satisfaction of the customer is an important aspect to any of the service provider. Moreover, a high competition exists in the Indian telecommunication industry. Therefore, this study is undertaken to find out the level of customer satisfaction of Airtel postpaid users in city of Coimbatore.

1.5 Scope of the Study

This research gives a broad frame work of the Airtel postpaid service customers and the problems faced by them. This can be used as a guideline in the future business plans and making changes in the current activities. It gives an idea of the areas, which need emphasis and development.

This study has been conducted in Coimbatore region covering all the areas falling within the Coimbatore zone. All classes of customers were met and their views were analyzed. The findings of this research can be applied to all areas where there is Airtel postpaid service providers.

There are chances of slight variations depending upon the market share and strategies of the other competitors in those areas.

1.6 Research Methodology

1.6.1 Research Design

The study adheres to descriptive research design to gain valuable insights on the satisfaction level and expectation of the Airtel postpaid users. The research also seeks to ascertain the gap between the expectation and satisfaction of the customers, influence of the demographic variables on the level of expectation and satisfaction of the customers.

1.6.2 Sampling Design

Non-probability sampling is that sampling procedure which does not afford any basis for estimating the probability that each item in the population has of being

included in the sample. The items in the population are selected deliberately. The personal element has a great chance of entering into the selection of sample. Here convenience sampling technique has been used.

1.6.3 Sample Size

From the population the sample of 150 has been selected for the study. The sample for the study is the Airtel postpaid users in Coimbatore city.

1.6.4 Method of Data Collection

Primary data was collected by survey method. Questionnaire survey was conducted to learn about the customers satisfaction, expectation and their personal profile. Questionnaire with a set of questions was presented to the respondents for their answer.

1.6.5 Tools for Analysis

The statistical tools for analysis are,

- ❖ Percentage analysis
- ❖ Mean score analysis
- ❖ Paired sample T- test
- ❖ Chi square analysis

1.7 Limitations of this Study

- ❖ The sampling method was non-probability sampling method. Therefore the results of the survey might not be accurate.
- ❖ Some respondents were hesitant in spending time on the questionnaire.
- ❖ Due to time constraint, this study is limited only to Coimbatore region.

1.8. Chapter Scheme

This project is divided into 5 chapters,

Chapter 1 deals with background of the study, review of literature, objectives and scope of the study, methodology and limitations.

Chapter 2 deals with history of the organization, management, organization structure service profile, etc.,

Chapter 3 covers macro micro analysis of the study.

Chapter 4 includes data analysis and interpretation through representation of various tables and graphs.

Chapter 5 deals with results, discussion and recommendations provided for the study.

Organisation Profile

CHAPTER - 2

ORGANISATION PROFILE

Bharti Airtel, formerly known as Bharti Tele-Ventures Limited (BTVL) is among India's largest mobile phone and Fixed Network operators. Bharti Airtel Limited is the India's integrated and the first private telecom service provider with a footprint in all the 23 telecom circles. Bharti Airtel since the inception has been at the footprint of technology and has steered the course of the telecom sector in the country with its world class products and services. The company also has a submarine cable landing station at Chennai, which connects the submarine cable connecting Chennai and Singapore. The company provides reliable end-to-end data and enterprise services to the corporate customers by leveraging its nationwide fiber optic backbone, last mile connectivity in fixed-line and mobile circles, VSATs, ISP and international bandwidth access through the gateways and landing station.

2.1 HISTORY OF ORGANISATION

With more than 40 million subscriptions as of May 2007, the company is one of the world's fastest growing telecom companies. It offers its mobile services under the Airtel brand and is headed by Sunil Mittal, India's sixth richest men with a total worth of US$6.9 billion. Telecom giant Bharti Airtel is the flagship company of bharti enterprise.The Bharti group, has a diverse business portfolio and has created global brands in the telecommunication sector. Bharti has grown successfully in partnership with various leading companies of the world - Singapore Telecom, Vodafone, Warburg Pincus, British telecom to name a few.

2.2 MANAGEMENT

Sunil Bharti Mittal is the Chairman & Managing Director of Bharti Airtel Ltd. head quartered at New Delhi, India. Bharti Airtel, India's leading private integrated telecom company, has been at the forefront of the telecom revolution and has transformed the telecom sector with its world-class services built on leading edge technologies. Bharti has been a pioneering force in the telecom sector and today enjoys a strong nationwide presence.Sunil started his career at a young age of 18 after

graduating from Punjab University in India and founded Bharti, with a modest capital, in the year 1976. Today, at 49 he heads a successful enterprise, amongst the top 5 in India, with a market capitalization of over US$ 40 billion and employing over 30,000 people.

2.3 Bharti Airtel - Organization Structure

Chairman & Mangaing Director
Sunil Bharti Mittal

Lead Director - Telecom
Akhil Gupta

President & CEO
Manoj Kohli

President Mobile Services **Sanjay Kapoor**	President Broadband & Telephone Services **Atul Bindal**	President Enterprise Services **David Nishball**	Director Customer Service **Carol Borghesi**	Director Supply Chain **S. Asokan**
			Director Marketing & Communication **Gopal Vittal**	Director Human Resources **Krish Shankar**
			Director IT & Innovation **Jai Menon**	Director Technology **Don Price**
			Director Legal & Regulatory **Narendra Gupta**	CFO & Director Strategy **Sarvjit Dhillon**

The business at Bharti Airtel have been structured into three individual strategic business units.

- Mobile services

- Broadband and telephone services

- Enterprise services

Mobile Services

Bharti Airtel offers GSM mobile services in all the 23-telecom circles of India and is the largest mobile services in the country based on the number of customers.

Broadband and Telephone Services

The group offers high speed broadband internet with a best in class network. It offers Landline services in about 94 cities.

Enterprise Services

Bharti Airtel group focuses on delivering telecommunication services as an integrated offering including mobile, broadband and telephone, national and international long distance and data connectivity serves to corporate, small and medium scale enterprise. It has over 35,016 route kilometers of optic fibre on its national long distance network .

2.4 Bharti Enterprises - Organization Structure

		Chairman & Group CEO		
Bharti Management Board			Bharti Management Council	
Group Finance & Audit Council			Group Director - HR	
	Group Lead Directors		Group Director Brand & Corp Comm	
MD	VC	Director	MD	Corp Director Finance(Emerging Business)
Telecom	Comm. and Media - Devices Agri Business Realty	Insurance & Fin. Sys. Software/BPO Foundation	Retail Projects	Corp Director Finance(Telecom & Retail)
				Group Director Finance(Internal Assurance)
				Group Director Strategy & Business Development
Corp Director. Technology			Corp. Director. Projects	Group General Counsel & Company Secretary

2.5 Services Offered

Following are different services offered by Bharti Airtel group

- Call management services

- Data services

- Operating services

- Mail and Messaging

- Subscription services.

2.5.1 Call Management Services

Call Conferencing

With Airtel call conferencing, one can teleconference with 6 people simultaneously. Cus--tomer can also have the liberty of setting up a conference even when the other five individuals are using a landline.

Call Wait

Customer can receive and hold an incoming call when the person is already talking to another person and the caller at the same time is notified that person is busy on another call.

Call Hold

It helps to handle more than one call at a time. Call hold provides the option to make a new call by putting the first call on hold, or switch between two calls. if person is already connected to a call.

Call Divert / Call forward

It allows to divert the incoming calls to another mobile or landline (select operators) and have the calls attended to, by someone else when the person is unable to do so.

Voice Mail

One can divert the calls to voice mail from call settings. Voice mail will take a message and will play it back when needed.

Missed Call Alert

A missed call alert is a SMS that will be received by the customers for all the calls that missed. The SMS will detail the CLI and the time when the call was made.

Call Line Identification Presentation

The Caller Line Identification Presentation (CLIP) feature, besides allowing one to recognize the caller, with the display of the calling party's number on the handset screen, also gives the flexibility to either accept or reject an incoming call.

2.5.2 Data Services

Mobile Office

It enables the customer to stay connected to the internet, and access their e-mail anywhere, anytime while on the move.

Fax and Data

It allows to send and receive data/fax documents, access the Internet, email accounts as well as corporate databases.

2.5.3 Operator Services

Dial-a-Service

It provides various information such as Railway information, Infotel etc., through a call.

Itemised Bill

Itemised bill is a detailed statement of ones' account, which helps them to keep track of all their calls, SMS and other services. This service also provides detailed information such as the date, time, numbers called and the duration of each call with the simple statement of their monthly usage.

SIM Replacement

When the SIM card has been misplaced or damaged, it can be replaced very easily in case of the Airtel postpaid.

Conversion from Prepaid to Post-Paid

Customers can easily change their connection from prepaid to postpaid service more easily.

Dictionary Service

Dictionary service helps to find meaning for any difficult words.

2.5.4 Mail and Messaging Services

Text Messaging

Text messaging is automatically available to all prepaid and postpaid customers with a compatible phone. It helps to share some important informations, jokes with others in a quick and convenient manner.

SMS Directory

Airtel has introduced the smart way to communicate with colleagues and close business associates. Now there's no need for the customers to remember the mobile numbers/landline numbers of colleagues while on the move. Simply type and send their names to a short code and get their contact numbers, instantly.

Language SMS

Airtel allows to send SMS messages in any language of customers choice. SMS message can be made in Hindi, Tamil, Telugu, Kannada, Malayalam, Punjabi, Gujarati, Bangla, Marathi and of course - English. All phones that support picture messages would support this Language SMS.

2.5.6 Subscription Services:

Subscription services provides to subscribe for cool alerts. It is possible to receive updates automatically on Airtel phone without the need of initiating a request everyday.

In its monthly press release, following statistics have been presented for end of April 2007.

❖ Bharti Airtel added the highest ever net addition of 53 lakh customers in a single quarter (Q4-FY0607) and also the highest ever net addition of 1.8 crore total subscribers in 2006-07

❖ The company will invest up to $3.5 billion this fiscal (07-08) in network expansion.

❖ It has an installed base of 40.000 cell sites and 59% population coverage

❖ After the proposed network expansion, an additional 30,000 towers will result in the company achieving 70% population coverage

❖ Bharti has over 39 million users as on March 31, 2007.

❖ It has set a target of 125 million subscribers by 2010.

❖ Prepaid customers account for 88.5% of Bharti's total subscriber base, an increase from 82.7% a year ago.

❖ Non-voice revenues, (SMS, voice mail, call management, hello tunes and Airtel Live) constituted 10% of total revenues during Q4, lower than 10.7% in the Q4 of the previous year.

❖ Blended monthly minutes of usage per customer in Q4 was at 475 minutes.

❖ Has completed 100% verification of its subscribers and in the process disconnected three lakh subscribers.

Macro-Micro Analysis

CHAPTER - 3

MACRO MICRO ANALYSIS

3.1 GLOBAL SENARIO – TELECOMMUNICATION INDUSTRIES

Tele communication is the transmission of signals over a distance for the purpose of communication. In modern times, this process typically involves the sending of electromagnetic waves by electronic transmitters, but in earlier times telecommunication may have involved the use of smoke signals, drums or semaphore. Today, telecommunication is widespread and devices that assist the process, such as the television, radio and telephone, are common in many parts of the world. There are also many networks that connect these devices, including computer networks, public telephone networks, radio networks and television networks. Computer communication across the Internet is one of many examples of telecommunication.

Tele communication systems are generally designed by telecommunication engineers. Early inventors in the field include Alexander Graham Bell, Guglielmo Marconi and John Logie Baird. Telecommunication is an important part of the world economy with the telecommunication industry's revenue being placed at just under 3% of the gross world product.

3.1.1 History

Early forms of telecommunication include smoke signals and drums. Drums were used by natives in Africa, New Guinea and South America whereas smoke signals were used by natives in North America and China.These systems were often used to do more than merely announce the presence of a camp.

In 1792, Claude Chappe, a French engineer, built the first fixed visual telegraphy (or semaphore) system between Lille and Paris. However semaphore suffered from the need for skilled operators and expensive towers at intervals of ten to thirty kilometres. As

a result of competition from the electrical telegraph, the last commercial line was abandoned in 1880.

3.1.2 Telegraph and Telephone

The first commercial electrical telegraph was constructed by Sir Charles Wheatstone and Sir William Fothergill Cooke and opened on 9 April 1839. Both Wheatstone and Cooke viewed their device as "an improvement to the [existing] electromagnetic telegraph" not as a new device.

Samuel Morse independently developed a version of the electrical telegraph that he unsuccessfully demonstrated on 2 September 1837. His code was an important advance over Wheatstone's signaling method. The first transatlantic telegraph cable was successfully completed on 27 July 1866, allowing transatlantic telecommunication for the first time.

3.1.3 Radio and Television

On March 25, 1925, John Logie Baird was able to demonstrate the transmission of moving pictures at the London department store Selfridges. Baird's device relied upon the Nipkow disk and thus became known as the mechanical television. It formed the basis of experimental broadcasts done by the British Broadcasting Corporation beginning September 30, 1929. However, for most of the twentieth century televisions depended upon the cathode ray tube invented by Karl Braun. The first version of such a television to show promise was produced by Philo Farnsworth and demonstrated to his family on September 7, 1927.

3.1.4 Computer Networks and the Internet

On September 11, 1940, George Stibitz was able to transmit problems using teletype to his Complex Number Calculator in New York and receive the computed results back at Dartmouth College in New Hampshire. This configuration of a centralized computer or mainframe with remote dumb terminals remained popular throughout the

1950s. However, it was not until the 1960s that researchers started to investigate packet switching — a technology that would allow chunks of data to be sent to different computers without first passing through a centralized mainframe. A four-node network emerged on December 5, 1969; this network would become ARPANET, which by 1981 would consist of 213 nodes.

ARPANET's development centred around the Request for Comment process and on April 7, 1969, RFC 1 was published. This process is important because ARPANET would eventually merge with other networks to form the Internet and many of the protocols the Internet relies upon today were specified through the Request for Comment process. In September 1981, RFC 791 introduced the Internet Protocol v4 (IPv4) and RFC 793 introduced the Transmission Control Protocol (TCP) - thus creating the TCP/IP protocol that much of the Internet relies upon today.

However, not all important developments were made through the Request for Comment process. Two popular link protocols for local area networks (LANs) also appeared in the 1970s. A patent for the token ring protocol was filed by Olof Soderblom on October 29, 1974 and a paper on the Ethernet protocol was published by Robert Metcalfe and David Boggs in the July 1976 issue of Communications of the ACM.

3.1.5 Modern operations:

Telephone

In a conventional telephone system, the caller is connected to the person he wants to talk to by switches at various telephone exchanges. The switches form an electrical connection between the two users and the setting of these switches is determined electronically when the caller dials the number. Once the connection is made, the caller's voice is transformed to an electrical signal using a small microphone in the caller's handset. This electrical signal is then sent through the network to the user at the other end where it transformed back into sound by a small speaker in that person's handset. There is a separate electrical connection that works in reverse, allowing the users to converse.

The fixed-line telephones in most residential homes are analogue - that is, the speaker's voice directly determines the signal's voltage. Although short-distance calls may be handled from end-to-end as analogue signals, usually telephone service providers transparently convert the signals to digital for switching and transmission before converting them back to analogue for reception. The advantage of this is that digitized voice data can travel side-by-side with data from the Internet and can be perfectly reproduced in long distance communication (as opposed to analogue signals that are inevitably impacted by noise).

Mobile phones have had a significant impact on telephone networks. Mobile phone subscriptions now outnumber fixed-line subscriptions in many markets. Sales of mobile phones in 2005 totaled 816.6 million with that figure being almost equally shared amongst the markets of Asia/Pacific (204 m), Western Europe (164 m), CEMEA (Central Europe, the Middle East and Africa) (153.5 m), North America (148 m) and Latin America (102 m). In terms of new subscriptions over the five years from 1999, Africa has outpaced other markets with 58.2% growth. Increasingly these phones are being serviced by systems where the voice content is transmitted digitally such as GSM or W-CDMA with many markets choosing to depreciate analogue systems such as AMPS.

There have also been dramatic changes in telephone communication behind the scenes. Starting with the operation of TAT-8 in 1988, the 1990s saw the widespread adoption of systems based on optic fibres. The benefit of communicating with optic fibres is that they offer a drastic increase in data capacity. TAT-8 itself was able to carry 10 times as many telephone calls as the last copper cable laid at that time and today's optic fibre cables are able to carry 25 times as many telephone calls as TAT-8. This drastic increase in data capacity is due to several factors. First, optic fibres are physically much smaller than competing technologies. Second, they do not suffer from crosstalk which means several hundred of them can be easily bundled together in a single cable. Lastly, improvements in multiplexing have lead to an exponential growth in the data capacity of a single fibre.

Assisting communication across these networks is a protocol known as Asynchronous Transfer Mode (ATM). The ATM protocol allows for the side-by-side data transmission mentioned in the second paragraph. It is suitable for public telephone networks because it establishes a pathway for data through the network and associates a traffic contract with that pathway. The traffic contract is essentially an agreement between the client and the network about how the network is to handle the data; if the network cannot meet the conditions of the traffic contract it does not accept the connection. This is important because telephone calls can negotiate a contract so as to guarantee themselves a constant bit rate, something that will ensure a caller's voice is not delayed in parts or cut-off completely. There are competitors to ATM, such as Multi protocol Label Switching (MPLS), that perform a similar task and are expected to supplant ATM in the future.

3.2 Indian Telecommunication Industry

The total number of telephones in the country crossed the 100 million mark in April 2005 and the total numbers of telephone subscribers have reached 218.05 million at the end of May 2007 as compared to 211.76 million in April 2007. The overall tele-density has increased to 19.26 in May 2007 as compared to 18.74 in April 2007. In the wireless segment, 6.57 million subscribers have been added in May 2007 while 6.11 million subscribers were added in April 2007. The total wireless subscribers (GSM, CDMA & WLL (F)) base is 177.79 million now. The wireline segment subscriber base stood at 40.26 million with a decline of 0.28 million in May 2007.

3.2.1 Introduction of Telegraph

The postal and telecom sectors had a slow and uneasy start in India. In 1850, the first experimental electric telegraph Line was started between Kolkata and Diamond Harbour. In 1851, it was opened for the British East India Company. The Posts and Telegraphs department occupied a small corner of the Public Works Department, at that time. Construction of 4,000 miles of telegraph lines connecting Kolkata and Peshawar in

the north via Agra, Mumbai through Sindwa Ghats, and Chennai in the south, as well as Ootacamund and Bangalore was started in November 1853. Dr. William O'Shaughnessy, who pioneered telegraph and telephone in India, belonged to the Public Works Department. He tried his level best for the development of telecom through out this period. A separate department was opened in 1854 when telegraph facilities were opened to the public.

3.2.2 Introduction of the Telephone

In 1880, two telephone companies namely The Oriental Telephone Company Ltd. and The Anglo-Indian Telephone Company Ltd. approached the Government of India to establish telephone exchanges in India. The permission was refused on the grounds that the establishment of telephones was a Government monopoly and that the Government itself would undertake the work. By 1881, the Government changed its earlier decision and licence was granted to the Oriental Telephone Company Limited of England for opening telephone exchanges at Kolkata, Mumbai, Chennai and Ahmedabad. January 28, 1882, is a Red Letter Day in the history of telephone in India. On this day Major E. Baring, Member of the Governor General of India's Council declared open the Telephone Exchange in Kolkata, Chennai and Mumbai. The exchange at Kolkata named "Central Exchange" was opened at third floor of the building at 7, Council House Street. The Central Telephone Exchange had 93 number of subscribers. Bombay also witnessed the opening of Telephone Exchange in 1882 itself.

3.2.3 Further Developments

In 1902 first wireless telegraph station established between Saugor Islands and Sandheads. In 1907, first Central Battery working of telephones introduced in Kanpur. Between 1913 and 1914 first Automatic Exchange was installed in Simla. On July 23, 1927 Radio Telegraph started working between UK and India. The beam station at Kirkee and Dhond opened by Lord Irwin and greetings exchanged with the King of England. In 1933 Radio-Telephone also started between India and UK. 12 channel carrier

system was introduced in 1953. First subscriber trunk dialing route commissioned between Kanpur and Lucknow in 1960. First PCM system between city and Andheri telephone exchanges commissioned in Mumbai in 1975. First digital microwave junction was introduced in 1976. First optical fibre system for local junction commissioned at Pune in 1979. First satellite earth station for domestic communications was established at Secunderabad. First analog Stored Program Control exchange for trunk lines was commissioned at Bombay. In 1984 C-DOT was established for indigenous production and development of digital exchanges. In 1985 mobile telephone service started (not commercially) in Delhi.

While all the major cities and towns in the country were linked with telephones during the British period, the total number of telephones in 1948 was only around 80,000. Even after independence, growth was extremely slow. The telephone was a status symbol rather than being an instrument of utility. The number of telephones grew leisurely to 980,000 in 1971, 2.15 million in 1981 and 5.07 million in 1991, the year economic reforms were initiated in the country.

While certain innovative steps were taken from time to time, as for example introduction of the telex service in Mumbai in 1953 and commissioning of the first [subscriber trunk dialing] route between Delhi and Kanpur in 1960, the first waves of change were set going by Sam Pitroda in the eighties. He brought in a whiff of fresh air. The real transformation in scenario came with the announcement of the National Telecom Policy in 1994.

3.2.4 India, emerging as a major player

In 1975, the Department of Telecom (DoT) was separated from P&T. DoT was responsible for telecom services in entire country until 1985 when Mahanagar Telephone Nigam Limited (MTNL) was carved out of DoT to run the telecom services of Delhi and Mumbai. In 1990s the telecom sector was opened up by the Government for private investment as a part of Liberalisation-Privatization-Globalization policy. Therefore, it became necessary to separate the Government's policy wing from its operations wing.

The Government of India corporatised the operations wing of DoT on October 01, 2000 and named it as Bharat Sanchar Nigam Limited (BSNL). Many private operators, such as Reliance India Mobile, Tata Telecom, Hutch, BPL, Bharti, Idea etc., successfully entered the high potential Indian telecom market.

3.2.5 Growth of Mobile Technology

India has become one of the fastest growing mobile markets in the world. The mobile services were commercially launched in August 1995 in India. In the initial 5-6 years the average monthly subscribers additions were around 0.05 to 0.1 million only and the total mobile subscribers base in December 2002 stood at 10.5 millions. However, after the number of proactive initiatives taken by regulator and licensor, the monthly mobile subscriber additions increased to around 2 million per month in the year 2003-04 and 2004-05.

Although mobile telephones followed the New Telecom Policy 1994, growth was tardy in the early years because of the high price of hand sets as well as the high tariff structure of mobile telephones. The New Telecom Policy in 1999, the industry heralded several pro consumer initiatives. Mobile subscriber additions started picking up. The number of mobile phones added throughout the country in 2003 was 16 million, followed by 22 millions in 2004, 32 million in 2005 and 65 million in 2006. The only countries with more mobile phones than India with 156.31 million mobile phones are China – 408 million and USA – 170 million.

India has opted for the use of both the GSM (global system for mobile communications) and CDMA (code-division multiple access) technologies in the mobile sector. In addition to landline and mobile phones, some of the companies also provide the WLL service.

The mobile tariffs in India have also become lowest in the world. A new mobile connection can be activated with a monthly commitment of US$ 5 only. In 2005 alone 32

million handsets were sold in India. The data reveals the real potential for growth of the Indian mobile market.

3.3 Present Scenerio

In the fixed line arena, BSNL and MTNL are the incumbents in their respective areas of operation and continue to enjoy the dominant service provider status in the domain of fixed line services.BSNL controls 79% of fixed line share in the country. On the other hand, in the mobile telephony space, Airtel controls 21.4% subscriber base followed by Reliance with 20.3%, BSNL with 18.6%, Hutch with 14.7% subscriber base (as per June 2005 data).

With its high population and development potential is having one of the fastest growing telecom networks in the world. India's public sector telecom company BSNL is the 7th largest telecom company in world. Reliance, Bharti Telecom, Tata Indicom, Hutch, MTNL, and BPL are other major operators in India. However, rural India still lacks strong infrastructure.

3.4 Next Generation Networks

In the Next Generation Networks, multiple access networks can connect customers to a core network based on IP technology. These access networks include fibre optics or coaxial cable networks connected to fixed locations or customers connected through wi-fi as well as to 3G networks connected to mobile users. As a result, in the future, it would be impossible to identify whether the next generation network is a fixed or mobile network and the broadband wireless access would be used both for fixed and mobile services. It would then be futile to differentiate between fixed and mobile networks-both fixed and mobile users will access services through a single core network.

Indian telecom networks are not so intensive as developed country's telecom networks and India's teledensity is low only in rural areas. 670,000 route kilometers of optical fibres has been laid in India by the major operators, even in remote areas and the process continues. BSNL alone, has laid optical fibre to 30,000 Telephone Exchanges out

of their 35,000 Exchanges. Keeping in mind the viability of providing services in rural areas, an attractive solution appears to be one which offers multiple service facility at low costs. A rural network based on the extensive optical fibre network, using Internet Protocol and offering a variety of services and the availability of open platforms for service development, viz. the Next Generation Network, appears to be an attractive proposition. Fibre network can be easily converted to Next Generation network and then used for delivering multiple services at cheap cost.

Only the PSU's BSNL and MTNL are allowed to provide Basic Phone Service through copper wires in India. MTNL is operating in Delhi and Mumbai only and all other parts are covered by BSNL.

Data Analysis and Interpretation

CHAPTER - 4

DATA ANALYSIS AND INTERPRETATION

This chapter deals with analysis and interpretation of data collected through questionnaire.

4.1 Profile of the Respondents

Profile of the respondents in terms of the gender, age, educational qualification, occupational status and income level are discussed below.

4.1.1 Gender of the Respondents

The table below indicates the gender of the respondents

Table 4.1 – Distribution of the respondents on the basis of Gender

Gender	No. of respondents	Percentage
Male	71	64.5
Female	39	35.5
Total	110	100

From the above table it can be seen that most (64.5%) of the respondents are male. Only 35.5% of the respondents were female.

4.1.2 Age of the Respondents

The table below gives the age of the respondents.

Table 4.2 – Distribution of respondents on the basis of the age.

Age group	No.of respondents	Percentage
Below 21	11	10
21-30	33	30
31-40	48	43.6
Above 40	18	16.4
Total	110	100

From the table 4.2 it can be seen that most (43.6%) of the respondents are between the age group 31-40. 30% of respondents belong to the age group between 21–30.16.4% belong to the age group above 40 and only 10% belong to the age group below 21.

4.1.3 Educational qualification of the respondents.

The table below indicates the educational level of the respondents.

Table 4.3 – Distribution of the respondents on the basis of the Educational Qualification

Educational level	No. of respondents	Percentage
No formal education	12	10.9
School level	23	20.9
Undergraduates	47	42.7
Postgraduates	20	18.2
Others	8	7.3
Total	110	100

From the table 4.3, it can be inferred that 42.7% of the respondents are undergraduates, which is followed by school level people who constitute 20.9%.18.2% of the people are postgraduates,10.9% of the respondents without any formal education and 7.3% with other type of education.

4.1.4 Monthly Income of the Respondents

The table below indicates the monthly income of the respondents.

Table 4.4 – Distribution of the respondents on the basis of monthly income

Monthly income (Rs)	No. of respondents	Percentage
Without income	9	8.2
Upto 10000	15	13.6
10001-20000	26	23.6
20001-30000	41	37.3
Above 30000	19	17.3
Total	110	100

From the table 4.4, it has been inferred that 37.3% of the respondents have income level between 20001-30000. 23.6% of respondents have income level between 10001-20000, 17.3% of respondents have income level above 30000, 13.6% have income upto 10000 and 8.2% without any income.

4.1.5 Occupation of the Respondents

The table below indicates the occupation of the respondents.

Table 4.5 – Distribution of the respondents on the basis of occupation

Occupation	No. of respondents	Percentage
Student	14	12.7
Professional	36	32.7
Business	53	48.2
Homemaker	7	6.4
Total	110	100

From the table 4.5, it can be seen that majority (48.2%) of the respondents are business people. 32.7% of the respondents are Professionals, 12.7% of the respondents are Students and 6.4% of the respondents are Homemaker.

4.1.6 Factors Influenced the Choice of Airtel Postpaid Services

The table below indicates the factors influencing the choice of Airtel Postpaid services.

Table 4.6 – Factors influenced the choice of the Airtel Postpaid services.

Factors influenced	No. of respondents	Percentage
Family	24	21.8
Friends	39	35.5
Television	12	10.9
Airtel agents	35	31.8
Total	110	100

It is seen from the table 4.6, that 35.5% of the respondents were influenced by friends. 31.8% of the respondents were influenced by Airtel agents, 21.8% were influenced by family and only 10.9% were influenced by television.

4.2 Customers level of Expectation and Satisfaction on Airtel Postpaid services.

4.2.1 Expectation Level of respondents regarding Airtel postpaid services.

Table 4.7 – Level of Expectation of Respondents

Factors	Percentage					Mean Value	Rank
	VI	I	N	LI	NI		
Outgoing call charge	90	10	0	0	0	1.10	I
Network coverage	52.7	47.3	0	0	0	1.47	IV
Voice clarity	20	60	20	0	0	2.00	VIII
Roaming facility	43.6	10	18.2	19.1	9.1	2.40	X
SMS facility	25.5	9.1	2.7	19.1	43.6	3.46	XIV
Monthly rent	48.2	40.9	10.9	0	0	1.63	VI
Billing accuracy	47.3	52.7	0	0	0	1.53	V
Payment options	46.4	42.7	10.9	0	0	1.65	VII
STD cost	12.7	61.8	25.5	0	0	2.38	IX
ISD facility	20	10.9	43.6	10.0	15.5	2.90	XII
ISD cost	20	10.9	43.6	16.4	9.1	2.84	XI
Customer care	57.3	42.7	0	0	0	1.43	II
Handling customer complaints	57.3	42.7	0	0	0	1.45	III
GPRS	26.4	9.1	9.1	0	55.5	3.49	XV
Value added services	16.4	20	10.9	19.1	33.6	3.34	XIII

VI – Very much important, I – Important, N – Neutral, LI – Less Important, NI – Not Important

From the table 4.7, it is inferred that expectation on outgoing call charge, customer care, handling customer complaints, network coverage and billing accuracy is considered to be more when compared to other services such as roaming facility, SMS facility, STD cost, ISD facility, ISD cost, gprs and value added services.

4.2.2 Level of satisfaction on Airtel postpaid services.

Table 4.8 – Satisfaction level of respondents.

Factors	Percentage					Mean Value	Rank
	VS	S	N	D	VD		
Outgoing call charge	39.5	50	0	10	0.9	1.84	I
Network coverage	45.5	33.6	5.5	15.5	0	1.91	II
Voice clarity	20	31.8	48.2	0	0	2.28	IV
Roaming facility	10.9	32.7	46.4	10	0	2.55	VI
SMS facility	30	0	54.5	9.1	6.4	2.92	XI
Monthly rent	22.7	60.9	0	10	6.4	2.16	III
Billing accuracy	6.4	28.2	10.0	45.5	10	3.25	XII
Payment options	21.8	31.8	0	33.6	12.7	2.84	X
STD cost	19.1	25.5	34.5	10.9	10	2.67	VIII
ISD facility	0	8.2	48.2	33.6	10	3.45	XIV
ISD cost	9.1	20.9	60	0	10	2.81	IX
Customer care	29.1	0	9.1	42.7	19.1	3.52	XV
Handling customer complaints	0	33.6	9.1	37.3	20	3.44	XIII
GPRS	9.1	25.5	65.5	0	0	2.56	VII
Value added services	20	25.5	54.5	0	0	2.35	V

VS – Very much satisfied, S – Satisfied, N – Neutral, D – Dissatisifed, VD – very much Dissatisfied.

From the table 4.8, it is inferred that satisfaction on outgoing call charge, network coverage, monthly rent, voice clarity and value added services is high when compared with the other services such as roaming facility, gprs, STD cost, ISD cost, payment options, SMS facility, billing accuracy, handling customer complaints, ISD facility and customer care.

4.3 Expectation vs Satisfaction: Gap Analysis

Table 4.9 – Gap between expectation and satisfaction level.

Factors	T value	P value	Significant
Outgoingcall charge	7.319	0.000	S
Network coverage	3.742	0.000	S
Voice clarity	6.540	0.000	S
Roaming facility	1.439	0.153	Ns
SMS facility	2.938	0.004	S
Monthly rent	4.682	0.000	S
Billing accuracy	15.481	0.000	S
Payment options	7.492	0.000	S
STD cost	2.319	0.022	S
ISD facility	3.152	0.002	S
ISD cost	0.177	0.860	Ns
Customer care	15.398	0.000	S
Handling customer complaints	11.113	0.000	S
GPRS	6.404	0.000	S
Value-added services	9.074	0.000	S

S – significant   Ns – not significant.

From the table it is seen that there exist a significant difference between the expectation and satisfaction level of all the factors except the roaming facility and ISD cost.

4.4 Influence of demographic variables on the level of expectation

In order to understand the influence of demographic variables on the expectation the chi-square test is performed at 5% significant level. The demographic variables selected are age, gender, education, occupation and income level. The findings are presented below.

Ho : The demographic variable age does not have a significant influence on expectation level of Airtel postpaid services.

Table – 4.10

Influence of demographic variable age on the level of expectation

Factors of Expectation	Age	
	X^2	P value
Outgoing Call Charge	110.000	0.000
Network Coverage	81.896	0.000
Voice Clarity	65.939	0.000
Roaming Facility	217.187	0.000
SMS Facility	408.980	0.000
Monthly Rent	41.073	0.000
Billing Accuracy	82.083	0.000
Payment Options	116.436	0.000
STD Cost	54.382	0.000
ISD Facility	177.513	0.000
ISD Cost	147.482	0.000
Customer Care	28.851	0.000
Handling Customer Complaints	28.851	0.000
GRPS	91.083	0.000
Value Added Services	130.233	0.000

From the table it can be seen that the demographic variable age have a significant influence on the level of expectation.

Ho : The demographic variable gender does not have a significant influence on the expectation level of Airtel postpaid users.

Table – 4.11

Influence of demographic variable Gender on the level of expectation

Factors of Expectation	Gender	
	X^2	P value
Outgoing Call Charge	6.714	0.007
Network Coverage	0.390	0.555
Voice Clarity	2.542	0.280
Roaming Facility	27.900	0.000
SMS Facility	72.375	0.000
Monthly Rent	12.054	0.002
Billing Accuracy	0.329	0.690
Payment Options	15.428	0.000
STD Cost	35.218	0.000
ISD Facility	36.828	0.000
ISD Cost	28.764	0.000
Customer Care	6.518	0.015
Handling Customer Complaints	6.518	0.015
GRPS	33.957	0.000
Value Added Services	10.951	0.031

From the table it can be seen that the demographic variable gender have a significant influence on the level of expectation of outgoing call charge, roaming facility, SMS facility, monthly rent, payment options, STD cost, ISD facility, ISD cost, customer care, handling customer complaints, GPRS and value added services.

Ho : The demographic variable occupation does not have a significant influence on the expectation level of Airtel postpaid users.

Table – 4.12

Influence of demographic variable occupation on the level of expectation

Factors of Expectation	Occupation	
	X^2	P value
Outgoing Call Charge	40.016	0.006
Network Coverage	15.271	0.002
Voice Clarity	44.410	0.000
Roaming Facility	92.720	0.000
SMS Facility	157.347	0.000
Monthly Rent	46.074	0.000
Billing Accuracy	31.585	0.000
Payment Options	27.938	0.000
STD Cost	86.894	0.000
ISD Facility	88.964	0.000
ISD Cost	128.065	0.000
Customer Care	17.366	0.001
Handling Customer Complaints	17.366	0.001
GRPS	123.878	0.000
Value Added Services	155.688	0.000

From the table it can be seen that the demographic variable occupation have a significant influence on the level of expectation.

Ho : The demographic variable education does not have a significant influence on the expectation level of Airtel postpaid users.

Table – 4.13

Influence of demographic variable education on the level of expectation

Factors of Expectation	Education	
	X^2	P value
Outgoing Call Charge	16.383	0.003
Network Coverage	26.239	0.000
Voice Clarity	79.883	0.000
Roaming Facility	93.974	0.000
SMS Facility	125.176	0.000
Monthly Rent	213.220	0.000
Billing Accuracy	14.033	0.007
Payment Options	142.814	0.000
STD Cost	55.346	0.000
ISD Facility	177.862	0.000
ISD Cost	204.017	0.000
Customer Care	26.727	0.000
Handling Customer Complaints	26.727	0.000
GRPS	91.170	0.000
Value Added Services	238.178	0.000

From the table it can be seen that the demographic variable education have a significant influence on the level of expectation.

Ho : The demographic variable income does not have a significant influence on the expectation level of Airtel postpaid users.

Table – 4.14

Influence of demographic variable income on the level of expectation

Factors of Expectation	Income	
	X^2	P value
Outgoing Call Charge	15.424	0.004
Network Coverage	51.226	0.006
Voice Clarity	28.523	0.000
Roaming Facility	140.234	0.000
SMS Facility	97.842	0.000
Monthly Rent	65.825	0.000
Billing Accuracy	41.682	0.000
Payment Options	108.085	0.000
STD Cost	45.716	0.000
ISD Facility	99.898	0.000
ISD Cost	103.322	0.000
Customer Care	8.538	0.074
Handling Customer Complaints	8.538	0.074
GRPS	79.814	0.000
Value Added Services	116.370	0.000

From the table it can be seen that the demographic variable income have a significant influence on the level of expectation.

4.5 The influence of demographic variables on the level of satisfaction.

In order to understand the influence of demographic variables on the level of satisfaction of Airtel postpaid users, the chi-square test is performed at 5% significant level. The demographic variables selected are age, gender, occupation, education and income of the respondents. The findings are presented below.

Ho : The demographic variable age does not have a significant influence on the expectation level of Airtel postpaid users.

Table – 4.15

Influence of demographic variable age on the level of satisfaction

Factors of Expectation	Age	
	X^2	P value
Outgoing Call Charge	54.890	0.000
Network Coverage	37.592	0.000
Voice Clarity	165.939	0.000
Roaming Facility	129.187	0.000
SMS Facility	148.990	0.680
Monthly Rent	181.073	0.000
Billing Accuracy	113.083	0.000
Payment Options	140.436	0.000
STD Cost	95.382	0.008
ISD Facility	114.513	0.000
ISD Cost	120.482	0.006
Customer Care	113.125	0.000
Handling Customer Complaints	80.574	0.000
GRPS	98.441	0.000
Value Added Services	90.810	0.000

From the table it can be seen that the demographic variable age have a significant influence on the level of satisfaction.

Ho : The demographic variable gender does not have a significant influence on the satisfaction level of Airtel postpaid users.

Table – 4.16

Influence of demographic variable gender on the level of satisfaction

Factors of Expectation	Gender	
	X^2	P value
Outgoing Call Charge	8.354	0.039
Network Coverage	5.659	0.129
Voice Clarity	0.777	0.678
Roaming Facility	19.519	0.000
SMS Facility	9.734	0.021
Monthly Rent	26.384	0.000
Billing Accuracy	60.423	0.000
Payment Options	28.536	0.000
STD Cost	58.622	0.000
ISD Facility	25.300	0.000
ISD Cost	27.716	0.000
Customer Care	31.777	0.000
Handling Customer Complaints	31.356	0.000
GRPS	22.136	0.000
Value Added Services	6.040	0.049

From the table it can be seen that the demographic variable gender have a significant influence on the level of satisfaction.

Ho : The demographic variable occupation does not have a significant influence on the satisfaction.

Table – 4.17

Influence of demographic variable occupation on the level of satisfaction

Factors of Expectation	Occupation	
	X^2	P value
Outgoing Call Charge	37.692	0.000
Network Coverage	30.216	0.000
Voice Clarity	57.771	0.000
Roaming Facility	67.795	0.000
SMS Facility	75.889	0.000
Monthly Rent	91.454	0.000
Billing Accuracy	101.908	0.000
Payment Options	74.004	0.000
STD Cost	118.574	0.000
ISD Facility	38.031	0.000
ISD Cost	46.173	0.000
Customer Care	40.394	0.000
Handling Customer Complaints	40.557	0.000
GRPS	85.555	0.000
Value Added Services	63.913	0.000

From the table it can be seen that the demographic variable occupation have a significant influence on the level of satisfaction.

Ho : The demographic variable education does not have a significant influence on the significant level of Airtel postpaid users.

Table – 4.18

Influence of demographic variable education on the level of satisfaction

Factors of Expectation	Education	
	X^2	P value
Outgoing Call Charge	87.785	0.000
Network Coverage	18.624	0.098
Voice Clarity	78.253	0.000
Roaming Facility	163.451	0.000
SMS Facility	65.782	0.000
Monthly Rent	87.787	0.000
Billing Accuracy	126.923	0.000
Payment Options	108.061	0.008
STD Cost	183.628	0.000
ISD Facility	95.475	0.000
ISD Cost	128.034	0.000
Customer Care	80.979	0.000
Handling Customer Complaints	90.434	0.000
GRPS	35.787	0.000
Value Added Services	36.807	0.000

From the table 4.18, it can be seen that the demographic variable education have a significant influence on the level of satisfaction.

Ho : The demographic variable income does not have a sufficient influence on the level of satisfaction.

Table – 4.19

Influence of demographic variable income on the level of satisfaction

Factors of Expectation	Income	
	X^2	P value
Outgoing Call Charge	63.110	0.000
Network Coverage	67.041	0.002
Voice Clarity	50.035	0.000
Roaming Facility	116.367	0.000
SMS Facility	65.734	0.000
Monthly Rent	82.402	0.000
Billing Accuracy	88.154	0.000
Payment Options	61.501	0.008
STD Cost	146.426	0.000
ISD Facility	62.973	0.000
ISD Cost	85.414	0.000
Customer Care	47.057	0.000
Handling Customer Complaints	62.088	0.000
GRPS	63.349	0.000
Value Added Services	60.672	0.000

From the table 4.19, it can be seen that the demographic variable income have a significant influence on the level of satisfaction.

Conclusion

CHAPTER - V

CONCLUSION

5.1 Results and Discussion

This chapter deals with the findings and suggestions.

5.1.1Profile of the respondents

❖ The following findings are derived from the profile of the respondents

❖ Majority of the respondents are male.

❖ Most of the respondents belong to the age group of 31-40 years.

❖ Most of the respondents are undergraduates.

❖ Majority of the respondents are business people.

·❖ Most of the respondents belong to the income level of 20001-30000.

❖ Majority of the respondents are influenced by friends and Airtel agents to choose to choose postpaid services.

5.1.2 Expectation vs Satisfaction : Gap Analysis

These findings are regarding the expectation and satisfaction level of the respondents regarding Airtel postpaid services.

➤ Most of the respondents feel that Outgoing call charge, customer care, handling of customer complaints, network coverage and billing accuracy are very important in Airtel postpaid services.

➤ Most of the respondents are highly satisfied with factors such as outgoing call charge, network coverage, monthly rent, voice clarity and value added services.

➤ There is a significant gap that exist between expectation and satisfaction level regarding service users of Airtel postpaid services with respect to outgoing call charge, network coverage, voice clarity, SMS facility, billing accuracy, payment options, ISD facility, customer care, handling customer complaints, GPRS and value added services.

5.1.3 Influence of the Demographic variables on level of expectation and satisfaction of the Airtel postpaid users.

➤ Demographic variables such as age, gender, education, income, occupation has influence on the level of expectation with respect to outgoing call charge, roaming facility, SMS facility, monthly rent, payment options , ISD facility, ISD cost and value added services.

➤ Demographic variables also have influence on the satisfaction of the customers with respect to outgoing call charge, roaming facility, SMS facility, payment options, STD cost, ISD facility.

5.2. Considered Recommendations

The following recommendations emanates from the study.

➤ Findings show that the majority of the correspondence are male and business people and with income group between 20,001 to 30,000. While framing this strategies to maintain the market share from these customer, Airtel postpaid department should also frame strategies to attract the customers from other segment.

➢ There exist a gap between the level of expectation and satisfaction of the customers with respect to outgoing call charge roaming facility, SMS facility, monthly rent, billing accuracy, payment option, STD cost, ISD facility, GPRS and Value added service. So, the management should give more consideration to these factors to enhance the satisfaction level to maintain and attract more customers.

➢ The findings of the study has high lighted that the demographic variable viz., age, gender, education, occupation and income has a significant influence on the various factor leading to the choice of Airtel post paid services. These findings can be utilized by the marketing strategists in designing the strategies to reframe and enhance the customers.

➢ Network is the most preferred one in the Airtel postpaid services. Hence, this should be the maintained and improved.

CONCLUSION

India has become one of the fastest growing mobile markets in the world. India, with its high population and development potential is having one of the fastest growing telecom networks in the world. Against this, study has been conducted for Airtel. The study attempted to determine the customers level of expectation and satisfaction on Airtel postpaid services. Further the study attempted to identify the gap between expectation and satisfaction of the customers and to identify the influence of demographic variables on the level of expectation and satisfaction. The findings would enable the marketing strategies to frame suitable strategies to enhance the market share of airtel postpaid services.

Annexure

QUESTIONNAIRE

1. Name   :

2. Gender   :

   a) Male   ☐   b) Female   ☐

3. Age   :

   a) Below 21 ☐   b) 21-30 ☐   c) 31-40   ☐   d) above 40   ☐

4. Occupation   :

   a) Student ☐   b) Professional ☐ c) Business ☐   d) Homemaker ☐

5. Education Level   :

   a) No formal education ☐   b) School level   ☐

   c) UG   ☐   d) PG   ☐

   e) Others   ☐

6. Income   :

   a) Upto 10000 ☐   b) 10001-20000 ☐   c) 20001-30000 ☐   d) Above 30000 ☐

7. Have you used any other mobile service before Airtel postpaid service?

   a) Yes   ☐   b) No   ☐

8. If yes, specify the service used before.

   a) Airtel prepaid   ☐   b) Hutch   ☐

   c) Aircel   ☐   d) BSNL   ☐

   e) Reliance   ☐   f) Tata Indicom ☐

   g) Others   ☐

9. Who influenced you to choose Airtel postpaid services?

   a) Family   ☐   b) Friends   ☐

   c) Print media   ☐   d) Television   ☐

   e) Airtel Agents   ☐   f) Others   ☐

10. Rankg your expectations and satisfaction in the following cases.

Expectations						Satisfaction				
Very much important	Important	Neutral	Less important	Not important		Very much satisfied	Satisfied	Neutral	Dissatisfied	Very much dissatisfied
					Outgoing call charge					
					Network coverage					
					Voice clarity					
					Roaming facility					
					SMS facility					
					Monthly rental					
					Billing accuracy					
					Payment options					
					STD Cost					
					ISD facility					
					ISD cost					
					Customer care					
					Handling customer complaints					
					GPRS					
					Value added services					

11. Will you recommended Airtel postpaid services to others?

    a) Yes   ☐   b) No   ☐

* Thank You *

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