

**A Comparative Study On Customers Preferences On Mobile
Communication With Reference To The Services Provided By
Private(Airtel) And Public(Bsnl)(Special Reference With Chengalpet
District)**

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ABSTRACT

Customer perception is defined as the way customers normally view or feel certain services and products. It is also related to customer satisfaction which is expected to serve the customer. Customer perception is a personal experience of satisfaction or dissatisfaction with the evaluation of the service provided to an organization in relation to expectations. This study is mainly focused on understanding the consumer preference level of BSNL broadband with AIRTEL. This letter also attempts to understand the brand awareness, competitive power of the company and the problems faced by the customer, which helps the company to take appropriate measures to solve the problems. The primary data was collected through the questionnaire survey method and was analyzed with the help of various statistical tools to make meaningful conclusions. This letter also attempts to understand the brand awareness, competitive power of the company and the problems faced by the customer, which helps the company to take appropriate measures to solve the problems. The primary data was collected through the questionnaire survey method and was analyzed with the help of various statistical tools to make meaningful conclusions.

KEYWORDS: COMPARATIVE STUDY, SATISFACTORY, AIRTEL, BSNL

LINTRODUCTION:

Internet communication in India is growing rapidly, along with the boom of wireless communication. Broadband Internet access is on the ascent, in spite of the fact that the present entrance rate is low. The Indian broadband segment has an incredible chance to develop, because of a substantial populace and the developing economy. E-government services, e-health, e-education, and many other online services. Under the headline "A comparative study on customers preferences on mobile communication with reference to the services provided by private (airtel) and public (bsnl)", the current study is

primarily used to identify the reasons for liking Airtel broadband services with BSNL broadband and also to know the level of expectation and satisfaction of the consumer regarding the tariff plan, charges and other services offered.

The Indian telecommunication industry is the world's fastest growing industry with 1,131.01 billion active mobile connections in May, 2018. The wireless subscription in urban areas increased 0.18 percent from 624.52 million in April 2018 to 625.66 million in May 2018. Wireless subscriptions in rural areas increased 0.96 percent from 500.55 million to 505.34 million during the month. Airtel has 344.553 million mobile phone customers on its network. The mergers, takeovers and price war between the subscribers are increasing day by day, subscribers are the ultimate beneficiaries of the competitive war. India's telecommunication network is the second largest in the world based on the total number of telephone users. It has one of the lowest call tariffs in the world enabled by the mega telephone networks and hyper-competition among them. India possesses a diversified communications system, which links all parts of the country by telephone, internet, Radio, television and satellite. Indian telecom industry underwent a high pace of market liberalization and growth since 1990s and now has become the world's most competitive and one of the fastest growing telecom markets. The government has pragmatically used modern telecommunication facilities to deliver mass education programmes for the rural folk of India.

II. REVIEW OF LITERATURE:

(PAWAR, 2017) explained that promotional strategies play an important role in increasing the sales volume of Airtel services, the role of celebrity endorsements, loyalty rewards placed a positive image in the subscribers' mind, it made the company as a powerful brand its varied products and offerings to consumers on a huge scale to deliver its customers at its best. (SHARMA, A COMPARATIVE STUDY OF TELECOMMUNICATION SERVICE PROVIDERS BSNL AND AIRTEL OPERATING IN GWALIOR DIVISION INDIA 2017) Stated that the subscribers are satisfied with the performance of BSNL and AIRTEL in the parameters of provisioning of services, satisfied with network performance, reliability and availability, Customers satisfied with maintainability, Customers satisfied with supplementary and value added services, Customers satisfied with redressal, and Customers satisfied with overall service quality.

(Roshita Sodani, 2016) Focused that the entry of Reliance Jio in the telecom sector has paved the way to 4G revolution and it is viewed as a game changer, and other business

aspects such as merger and acquisition, spectrum allocation, infrastructure, handset availability, call drop issue, competition, financial performance etc.

(Dr.Aparna J Varma D. T., 2016) studied that the liberalization policies have brought enormous changes in the Marketing Strategies of the various telecom service providers, Marketing strategy plays a very important role in the existence of the telecom service provider. The Indian telecom sector experienced major reforms and transformations during last two decades. The Indian consumers have witnessed a different marketing strategy by both domestic and foreign players and it which in turn resulted in the saturation of telecom services. The appropriate marketing strategies become imperative for the existence and prosperity of telecom service provider. The formulation and execution of marketing strategies significantly differ between BSNL and AIRTEL service provider, the effectiveness of marketing mix strategies adopted by BSNL and AIRTEL become imperative for the existence and prosperity of telecom services provider, the formulation and execution of marketing strategies are significantly differs between these two players.

(JAIN, 2014) in their article “COMPARATIVE ANALYSIS OF MARKETING STRATEGIES OF BHARTI AIRTEL AND IDEA CELLULAR IN EASTERN RAJASTHAN” suggested that marketing mix, pricing strategies, integrated marketing communication, product distribution are the striving factors to distinct them from other rivalries, In today’s competitive world communication plays a very important role. Telecom sector has undoubtedly contributed for the rapid economic growth and the intensified competition in the market has lead subscribers to enjoy sumptuousness of choice and higher bargaining power. The ‘freedom to choose’ has made organizations customer centric.

III. OBJECTIVES OF THE STUDY:

1. To study and compare the customers’ satisfaction of private and public mobile communication.
2. To know the effectiveness of services provide between Airtel and BSNL.
3. To study the consumer perception on Airtel and BSNL.

IV. RESEARCH METHODOLOGY:

The entire research was conducted based on convenience sample of broadband users in Chengalpet District by using a questionnaire survey.

SAMPLE SIZE:

Researcher has targeted 90 respondents to study the comparative study of services provided to Airtel and BSNL.

RESEARCH TOOLS:

The researcher used the frequency analysis with percentage and chi-square test.

V. DATA ANALYSIS:**Table 1 AGE OF THE RESPONDENTS**

AGE	FREQUENCY	PERCENTAGE
BELOW 25	40	44%
25 – 35	38	42%
ABOVE 35	12	12%

Table 1 is the age of the respondents in which majority has below 25 years old with 44% and least age group with 12% is above 35 years. Respondents from 25 – 35 is with 42%

Table 2 GENDER OF TEH RESPONDENTS

GENDER	FREQUENCY	PERCENTAGE
MALE	44	49%
FEMALE	46	51%

Table 2 represents the gender of the respondents. Female respondents are more than male with 51% and 49% respectively.

Table 3 EDUCATIONAL QUALIFICATION

QUALIFICATION	FREQUENCY	PERCENTAGE
X	10	11%
XII	28	31%
UG	44	49%
PG	8	9%

Table 3 respondents with UG is maximum with 49% and class X with 11% XII with 31% and PG with 9%

Table 4 INCOME OF THE RESPONDENTS

INCOME LEVEL	FREQUENCY	PERCENTAGE
BELOW 10000	18	20%
10000-20000	17	19%
ABOVE 20000	55	61%

Table 4 shows that respondents earn above 20000 is maximum with 61% and least with 19% for 10000-20000 and 20% for below 15000

Table 5 USAGE OF NETWORK

NETWORK	FREQUENCY	PERCENTAGE
AIRTEL	49	54%
BSNL	35	39%
OTHERS	6	7%

Table 5 clearly shows that 54% of the respondents use Airtel broadband compared to BSNL which is used by 39% of respondents and remaining are other broadband users.

Table 6 REASON FOR PREFERENCE

REASONS	FREQUENCY		PERCENTAGE	
	AIRTEL	BSNL	AIRTEL	BSNL
SERVICES	16	8	18%	9%
BRAND NAME	5	11	6%	12%
OFFERS	32	13	36%	14%
OTHERS	2	3	2%	3%

Table 6 respondents prefer Airtel with 36% for its offers and services with 18% compared with BSNL 14% and 9% respectively. BSNL are preferred by respondents for brand name with 12% and Airtel only 6% and other reasons 2% and 3% for Airtel and BSNL respectively.

Table 7 SATISFACTION LEVEL TOWARDS SERVICE

SATISFACTION LEVEL	FREQUENCY		PERCENTAGE	
	AIRTEL	BSNL	AIRTEL	BSNL
HIGHLY SATISFIED	19	11	21%	12%
SATISFIED	21	15	23%	17%
DISSATISFIED	8	6	9%	7%
HIGHLY DISSATISFIED	7	3	8%	3%

Table.4 represents the satisfaction level of the respondents towards the services provided by Airtel and BSNL. Comparatively Airtel broadband respondents are more satisfied with total 44% satisfied and remaining dissatisfied whereas BSNL users are only 29% satisfied remaining 10% are dissatisfied.

Table 8 SATISFACTION LEVEL TOWARDS RATES

SATISFACTION LEVEL	FREQUENCY		PERCENTAGE	
	AIRTEL	BSNL	AIRTEL	BSNL
HIGHLY SATISFIED	10	14	11%	16%
SATISFIED	9	11	10%	12%
DISSATISFIED	19	12	21%	13%
HIGHLY DISSATISFIED	10	5	11%	6%

Table 8 shows that respondents are satisfied more with BSNL rates compared to Airtel. Majority of respondents with 28% for BSNL and remaining are dissatisfied. Airtel customers are not satisfied with rates comparing to BSNL with 32% dissatisfaction

Chi – Square Test

In order to determine the relationship between the age of the respondents and the level of satisfaction yielded by them with respect to their mobile service providers, Chi –Square test was employed.

Null hypothesis: There is no association between the age of the respondents and the overall level of satisfaction.

Alternative hypothesis: There is an association between the age of the respondents and the overall level of satisfaction.

AGE AND SATISFACTION LEVEL

Factor	Calculated χ^2 value		Table value		D.F	Remarks
	Airtel	BSNL	Airtel	BSNL		
Age	14.28	7.49	9.488	9.488	4	Significant at 5% level

The above table shows that the calculated value is greater than the table value at 5% level of significance of airtel users. So the alternative hypothesis is accepted “Age, a demographic variable have a significant association in the respondents level of satisfaction”.

If the BSNL that the calculated value is less than the table value at 5% level of significance. So the null hypothesis is accepted “Age, a demographic variable has no significant association in the respondents level of satisfaction”.

FINDINGS:

- In this study female respondents are more than male respondents. Qualification of respondents maximum in under graduate and the maximum age group is below 25
- Airtel broadband respondents are more compared to BSNL.
- Services provided by Airtel are highly satisfied by respondents compared to BSNL.
- Rates of BSNL are highly satisfied whereas Airtel charges more.
- Most people like private broadband services compared to public broadband customers.
- Private communication attract more customers.
- Airtel gives more offers to their customers compared to BSNL.
- It is also important reason for respondents to choose Airtel compared to BSNL.

SUGGESTIONS:

- Airtel has to concentrate on its pricing of its rates which may lead to transfer of its customers to competitors.
- Both the companies should make awareness about their services to their customers.
- BSNL has to enhance the coverage facilities.
- More advertising should be given so that consumers can know about new plans and offers.

- Airtel broadband services should expand its customer care services to meet the updated needs of consumers and resolve the complaints to provide suitable solutions for it.

LIMITATIONS:

- The area is limited to urapakkam alone.
- The area is constrained due to lack of time.
- This may differ from other areas.
- Getting negative responses from respondents.

VI. CONCLUSION:

The changing demands and cut throat competition, pace of technological changes and increasing demand for new features and more value added services lead to so many changes in the telecom sector it has paved the way to mergers, takeovers which in turn resulted in saturation of telecom services. From this study, Airtel is mostly preferred by customers and it attracts more customers with its offers and services. Most people prefer airtel services for quality. BSNL rates are less compared to Airtel. Most people prefer BSNL services for quality, people do not know about the products provided by BSNL. Therefore, the company will have to pay attention to the public to generate more awareness which will help in achieving the mission of BSNL Broad Band Services.

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