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# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	AN ANALYSIS OF FINANCIAL STRUCTURE IN INDIAN FARMERS FERTILIZER COOPERATIVE LIMITED <i>D. KRUPAVATHI &amp; Dr. P. MOHAN REDDY</i>	1
2.	A STUDY ON CUSTOMER EXPECTATION TOWARDS CAR WITH SPECIAL REFERENCE TO MIDDLE INCOME GROUP IN COIMBATORE DISTRICT <i>Dr. VIMALA GRACY.P</i>	5
3.	EFFECTS OF GREEN MARKETING AND ITS INFLUENCE ON BUYING BEHAVIOUR OF CONSUMERS WITH REFERENCE TO BANGALORE CITY (URBAN) <i>Dr. PRIYA SRINIVASA &amp; SRINIVAS H N</i>	7
4.	CUSTOMER SATISFACTION TOWARDS AIRTEL AND TELENOR SERVICES: A COMPARATIVE STUDY <i>D. PRABHAKAR</i>	12
5.	SOCIO LEGAL STUDY OF WOMEN WORKERS IN THE GARMENT INDUSTRY WITH SPECIFIC REFERENCE TO PEENYA INDUSTRIAL AREA, BANGALORE <i>Dr. L.R.K. KRISHNAN</i>	16
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	<b>23</b>

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## CUSTOMER SATISFACTION TOWARDS AIRTEL AND TELENOR SERVICES: A COMPARATIVE STUDY

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**ABSTRACT**

Customer satisfaction is the degree of satisfaction provided by the goods or services of a company as measured by the number of repeat customers. Customer satisfaction survey is a process of discovering whether or not a company's customers are happy or satisfied with the products or services received from the company. It may be conducted face to face, over the phone, via email or internet, or on handwritten forms. Customer answers to questions are then used to analyze whether or not changes need to be made in business operations to increase overall satisfaction of customers. It is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. The purpose of this study is to compare customer satisfaction towards Airtel and Telenor services.

**KEYWORDS**

customer satisfaction, telecommunication.

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**INTRODUCTION**

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

CHART 1

**REVIEW OF LITERATURE**

**Simon GyasiNimako (2012)**<sup>1</sup>examined the extent to which service quality affects customer satisfaction and behaviour intention in mobile telecommunication industry. The study involved a cross-sectional survey of 1000 respondents using structured questionnaire personally administered. A usable 937 questionnaires were retrieved and analysed using Structural Equation Modelling (SEM) method. The findings indicate that Tangibles, Customer Relations, Real Network Quality and Image quality aspects of service quality positively affect customer satisfaction, which in turn affects behaviour intention in Ghana's mobile telecom industry. Theoretically, it found a strong relationship between service quality, satisfaction and behaviour intention and that service quality and satisfaction may be viewed as two separate constructs. Managers could influence behaviour intentions and satisfaction through the four critical aspects of SQ unique to the mobile telephony industry.

**Dr. Mohammed A., et al., (2012)**<sup>2</sup>objective of their research study is to build a customer satisfaction strategy and measuring e-service quality by relating it to the web service quality. This requires formulating a strategy of building the framework for web based e-service quality model in internet banking services. This discussed the literature review of different models related to online banking for the customer satisfaction which can lead to build and measure an innovative e-service model that is applicable to evaluate the web based internet banking service quality.

**SaifUllah Malik (2012)**<sup>3</sup>the main objective of his study is to first findout perceived service quality using SERVQUAL and then the role of perceived value as a mediating variable in the service sector of Pakistan. Both descriptive and inferential statistical techniques are used to analyze the effects of independent variables (i.e. perceived service quality) on customer satisfaction (dependent variable) and the role of mediating variable (i.e. perceived value). Stepwise regression analysis is used to examine the effect of the mediating variable (i.e. perceived value) on customer satisfaction. Perceived value was found strongly correlated with satisfaction. Results suggested that perceived value is an important factor in customers' evaluation of satisfaction.

**OBJECTIVES OF THE STUDY**

1. To study the back ground of customer satisfaction
2. To analyse and compare customer satisfaction in Airtel& Telenor services
3. To draw the findings and conclusions

**METHODOLOGY**

The study is based on both primary and secondary data, the primary data have been collected from sample respondents i.e., the students of Post-Graduate in Sri Krishnadevaraya University through a structured Questionnaire. The sample selected is randomly and sample size is 60 for both service Airtel (30) and Telenor (30).

The secondary data have been collected different sources such as dailies, Journals, periodicals, Books, different websites, published and unpublished theses.

**TOOLS USED**

The present study analysed through different statistical tools like weighted average, mean and percentages.

**ANALYSIS**

**TABLE 1: CUSTOMER SATISFACTION ON AFFORDABLE PRICING BOTH SERVICES**

S. No	Level of satisfaction	Airtel	Telenor
1	High	7 (23%)	5 (17%)
2	Moderate	20 (67%)	25 (83%)
3	Low	3 (10%)	—
	TOTAL	30 (100%)	30 (100%)

Source: Field survey

**CHART 1**

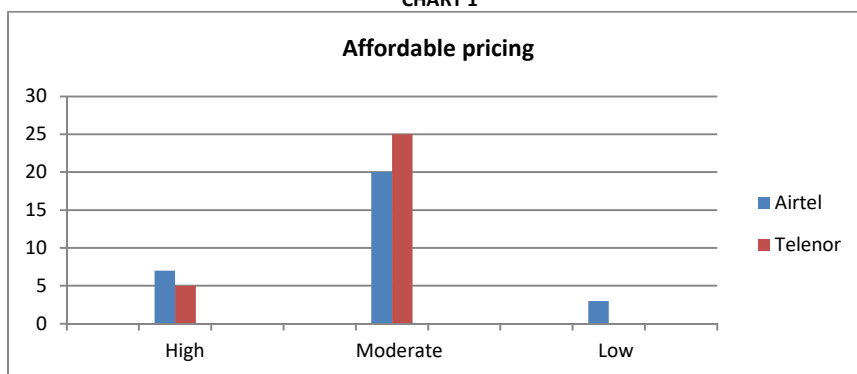


Table-1 Shows that the level of satisfaction of mobile customers on the service of affordable price. The study indicates that majority of the Airtel customers are moderate satisfied on the affordable price, 23 per cent of the respondents are highly satisfied and remaining 10 per cent of customers are low satisfied.

In the case of the Telenor customers, 83 per cent of the customers are moderate satisfied and 17 per cent of the customers are highly satisfied on the service of affordable pricing. There is no indicates the level of low satisfaction in affordable pricing.

It is concluded that based on the table majority of samples respondents are prefer to Telenor service because of best talk-time offers is given than the Airtel services.

**TABLE 2: CUSTOMER SATISFACTION ON PROVIDING FEATURES OF SMS – VOICEMAIL- TALKTIME SERVICES**

S.No	Level of satisfaction	Airtel	Telenor
1	High	2 (6.7%)	2 (6.7%)
2	Moderate	24 (80%)	27 (90%)
3	Low	4 (13.3%)	1 (3.3%)
	TOTAL	30 (100%)	30 (100%)

Source: Field survey

**CHART 2**

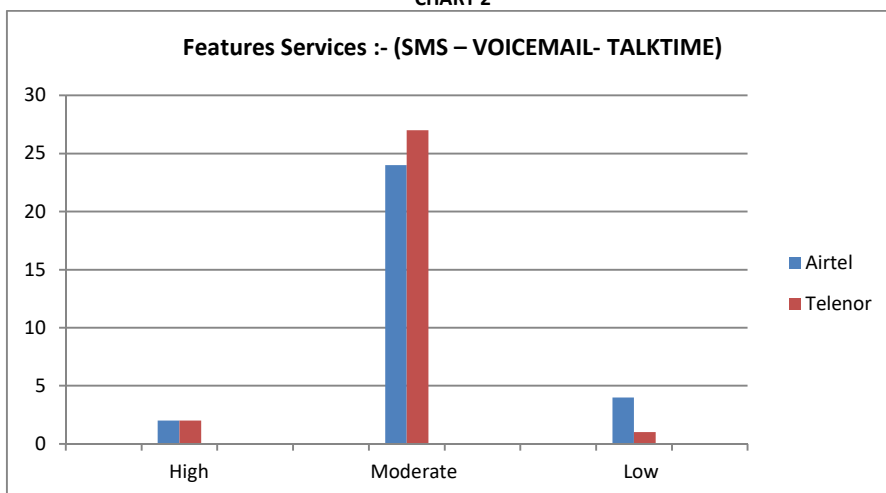


Table-2 Denotes that the level of satisfaction of mobile customers on the Features of the brand. The study indicate that majority of the Airtel customers are moderate satisfied on the sms-voicemail-talk time, 13.3 per cent of the customers are low satisfied and Rest of 6.7 per cent of the samples respondents are highly satisfied with features.

In case of the Telenor customers, 90 per cent of the customers are moderate satisfied and in other words 6.7 per cent of customers has been highly satisfied and remaining 3.3 per cent of the customers low satisfied with the features of the Telenor services.

Over all conclusion of the customers and with samples respondents are in the favour of the Telenor services because of best features are offered than services.

TABLE 3: CUSTOMER SATISFACTION ON FACILITATING EASY ACCESSIBILITY OF BOTH SERVICES

S.no	Level of satisfaction	Airtel	Telenor
1	High	4 (13.3%)	2 (6.7%)
2	Moderate	26 (86.7%)	24 (80%)
3	Low	—	4 (13.3%)
	TOTAL	30 (100%)	30 (100%)

Source: Field survey

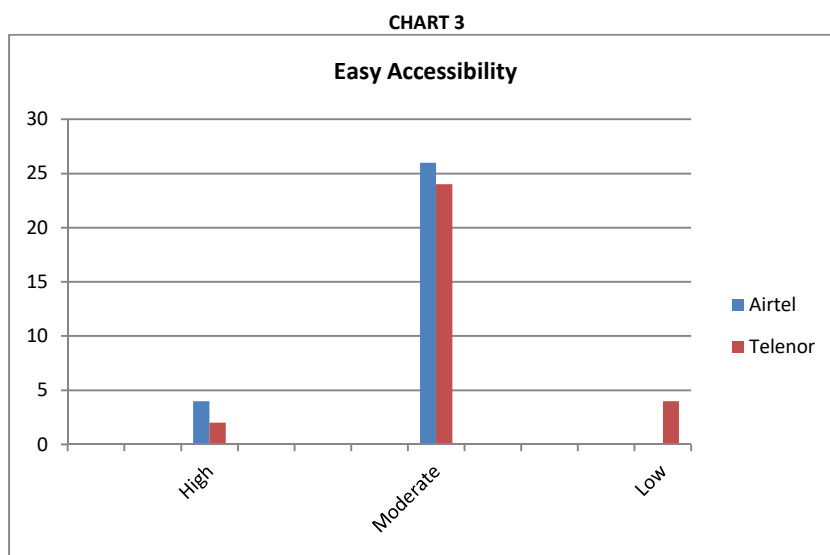


Table-3 indicates that level of satisfaction of the customers on the Easy accessibility of the service. The study denote that majority of the Airtel customers has been moderate satisfied on the accessibility of the Airtel services moreover remaining 13.3 per cent of the customers are satisfied with the low level of the operation In the case of the Telenor customers, 80 per cent of the customers are moderate satisfied and 13.3 per cent of the customers are low satisfied of the easy accessibility for using of the Telenor services remaining 6.7 per cent of the customers are highly satisfied.

It is found that the Airtel services is very easy accessibility compare to the Telenor services because of these reason the students are preferred Airtel services.

TABLE 4: CUSTOMER SATISFACTION ON SPECIAL OFFERS FROM THE COMPANY

S.no	Level of satisfaction	Airtel	Telenor
1	High	3 (10%)	6 (20%)
2	Moderate	19 (63.3%)	23 (76.7%)
3	Low	8 (26.7%)	1 (3.3%)
	TOTAL	30 (100%)	30 (100%)

Source: Field survey

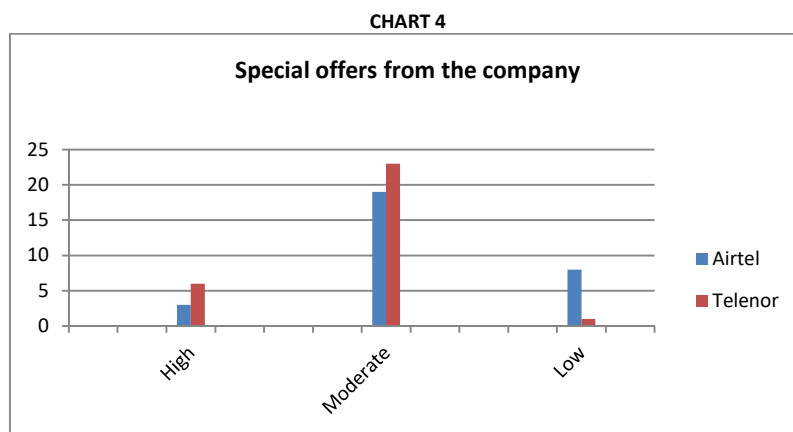


Table-4 The above table show that the customer satisfaction on special offers of both services i.e. Airtel and Telenor services in the study area. It is found that 10 per cent and 20 per cent of the Airtel and Telenor services customers are highly satisfied about special offers are offered by companies. 76.7 per cent of the Telenor customers and 63.3 per cent of the Airtel customers are moderate satisfied and 26.7 per cent of the Airtel customers has been low satisfied. Only 3.3 per cent of the Telenor services samples respondents indicate low level of satisfaction on special offers. It is concluded that the Telenor services samples respondents are highly satisfied about special offers are rendered by the company than the Airtel services.

TABLE 5: CUSTOMER SATISFACTION ON PROVIDING ROAMING FACILITY OF BOTH SERVICES

S. No	Level of satisfaction	Airtel	Telenor
1	High	1 (3.3%)	1 (3.3%)
2	Moderate	20 (66.7%)	22 (73.3%)
3	Low	9 (30%)	7 (23.4%)
	TOTAL	30 (100%)	30 (100%)

Source: Field survey

CHART 5

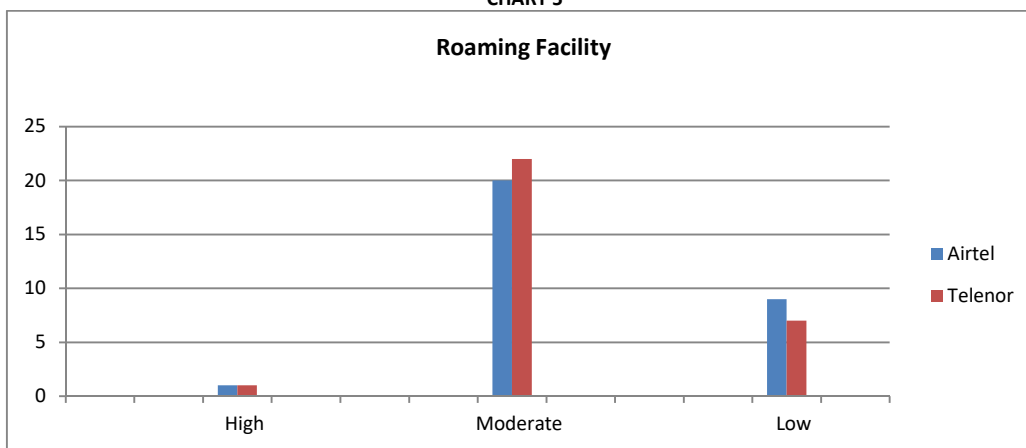


Table-5 Indicates that level of satisfaction of the customers about services of the roaming facility. the study denotes that 66.7 per cent of the Airtel customers are moderate satisfied regarding on the Roaming facility, and 30 per cent of the customers are satisfied is very low in other words remaining 3.3 per cent of the customers are highly satisfied.

In the case of the Telenor services, 73.3 per cent of the customers can be moderate satisfied. and 23.4 per cent of the customers are low satisfied on the roaming facility, and remaining 3.3 per cent of the consumers are highly satisfied. It is concluded that based on the table, majority of sample respondents are preferring to buy the Telenor services because of that company has been provide normal roaming facilities in the study area.

**CONCLUSION**

The study found that majority of samples respondents are prefer to Telenor service because of best talk-time offers is given than the Airtel services. And it is also found that the customers and with samples respondents are in the favour of the Telenor services because of best features are offered than services. It is concluded that the Airtel services is very easy accessibility compare to the Telenor services because of these reason the students are preferred Airtel services. In the study Telenor services samples respondents are highly satisfied about special offers are rendered by the company than the Airtel services. Finally, it is concluded that based on the table, majority of sample respondents are preferring to buy the Telenor services because of that company has been provide normal roaming facilities in the study area.

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