



Customer Satisfaction towards Aircel Mobile Services

Dr.M. Prakash, HOD of Commerce
PEE GEE College of Arts and Science, Dharmapuri, INDIA

INTRODUCTION

Communication plays a vital role in the human society. It helps man to interact with each other and thus created a massive society. Mobility, another fantastic possessed by man helped him to explore the places and thus provides a way for is survival. Thus, innovations play in the field of communication media. It ranges from Telegram, Telephone, E-mail, and Internet.

One such Technologies device is mobile phones. It is fair enough to say that mobile communication is an achievement for the late 20th century which revolution the way is to being communicates with one another. Its purpose is to provide universal connectivity and increases the efficiency and productivity in all sectors.

This mobile communication system is in the process of scenario and transmitting the world in to global village now it is no big deal to communicates with someone across the global in a matter of seconds at surprisingly low cost. This mobility helps the people to send and receive information anywhere at any time and make him keep up the pace in this competitive world.

There are various standards available to operate the cellular system like AMPS (Advanced Mobile Phone System), CMRT (Cellular Mobile Radio Telephony) and GSM (Global System for Mobile Communication). India has chosen the GSM standard, which is conceived and implemented in the countries ECC (European Economic Community) in the 900 MHZ band.

The telecommunication sector has almost miraculously transformed from a slowly run, state – owned monopoly in to an increasingly competitive industry, where private operators are trying to offer a range of new services.

The services include,

- ◆ Cellular Communication
- ◆ Radio paging
- ◆ Electronic Mail

As soon as telecom policy has been revised, Telecom Regulatory Authority of India (TRAI) has been constituted. The TRAI is the watch do of the cellular operators. After the polices were framed the bids were invited from private operators. Aircel also one of growing cellular service in our country.

Satisfaction

Satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance in relation to his or her expectation.

Satisfaction is a function of a perceived performance and expectations if the performance exceeds expectations, the consumer is highly satisfied or delighted and vice versa.

The brand must represent a promise about the total resulting experience that consumer can expect. Whether the promise is kept depends upon the company's ability to manage its value delivery



system. The value delivery system includes all the communication and channel experience the consumer will have on the way to obtaining the offering.

While collecting consumer satisfaction data, it is also useful to ask additional question to measure repurchase retention, this will normally be high if the consumers satisfaction is high it is also useful to measure the likely hood or willingness to recommend the company and the brand to others.

A high positive word of mouth score indicates that the company is developing high consumer satisfaction.

Ultimately, the company must operate on the philosophy that it is trying to deliver a high level of consumer satisfaction subject to delivering acceptable level of satisfaction to the other stakeholders within the constraints of its total resources.

CONSUMER SATISFACTION

One of the aims of marketing, where consumers find that a product or service meets there needs and represents value of money.

The project infers the factors considered by the consumer while purchasing transmission and the level of satisfaction of consumers with the existing transmission.

Importance of Study

- This study will help the concern to know their customer perception and expectation towards their brand
- It will help the concern to improve the service and satisfy their customer to increase the market share of their brand.
- The study is concerned with understanding customer satisfaction regarding the service provider.
- This study helps in creating new customer and identifying their needs.

STATEMENT OF THE PROBLEM

Marketing is about satisfying consumers. Whether a company seeks to gain a competitive edge or satisfy consumers' needs, an understanding of consumer behavior is a pre-requisite of good practice. As Attics Finch in Harper Lee's To Kill a Mockingbird noted, "you never really understand a person until you consider things from his point of view Å until you climb into his skin and walk around it". Consumer behavior theory provides glimpses of consumers; points of views and allows companies to understand consumers as individuals, information searchers and decision-makers. Being in tune with consumers is a must for businesses. However, Jon Weaver, the Marketing Manager at Bourn mouth Borough Council thinks that understanding consumer wants is a big challenge.

Now days Mobile Usage and its technological revolution made customers very much satisfied. This study is conducted to analyze the customer satisfaction on mobile service with special reference to Aircel India Limited .

OBJECTIVES OF THE STUDY

- ◆ To know the reason behind the purchasing of Aircel Product
- ◆ To study the coverage of Aircel products
- ◆ To compare Aircel products with other brands on the basis of tariff
- ◆ To identify the problem faced by the customer



SCOPE OF THE STUDY

- ◆ In the present scenario of competition in the technological world. In order to survive in the market the company has to maintain world class quality and service. In the sector of cellular industry, the main concern is concerning competitions.
- ◆ This study will help the concern to know their customers perception and expectation towards their brand.
- ◆ It will help the concern to improve the services and satisfy their customer to increase the market share of their brand.
- ◆ The study is concerned with understanding customer satisfaction regarding the service provided

RESEARCH TOOLS

- ◆ In this research, the questionnaire used is a direct and structured one. The types of questions asked in this questionnaire are closed-ended, open-ended and multiple-choice questionnaire. To test the validity/veracity of the structure of questionnaire and to find out whether the purpose would be fulfilled, a pilot study has been conducted wherein, a sample of 50 persons were selected and the questionnaire had been administered personally by the researcher to the respondent explained and helped them to fill it.
- ◆ The data to obtain had been analysed and whereas necessary the questionnaire had been shortly modified to generate a useful data for a meaningful analysis.

COMPANY PROFILE

Aircel Cellular was launched in April 1999 and in a very short span has achieved a huge subscriber base of over 1 million spread across 330 towns across Tamilnadu and is still growing at a very rapid pace. Advanced technology, strong customer-oriented strategies & excellent back-end support, have contributed to Aircel being one of the top contenders among Cellular Service Providers in the Country today.

Technologically backed by Ericsson which provides Mobile Switching Centres and base stations and fujitsu which provides the Micro Wave backbone, we have pioneered several subscriber friendly schemes. Aircel was the first to introduce the 3 minute pulse, WAP Access, free incoming calls and also the first to begin operations with 5 switching centres.

And what better way to start them spread our service network across the State, facilitating faster & easier mode of communication.

In just over a span of 2 years Aircel has covered a wide network stretching across Tamilnadu from Chengalpet to Kanyakumari. With the launch of a path breaking pricing of Rs.2 for a full 3-minute call along with free unlimited incoming calls, further reduced to 50 paise/min. Aircel has redefined wireless communication making it a value based mode of communication available to the common man.

Our singular aim & motivation for communal progression has been customer satisfaction. And we go that extra mile to ensure that our customers receive the best of

OUR SERVICE AT ALL TIMES

With a financially sound background, we have taken a firm stand in the market and our network is wide spread with 125 exclusive agents across Tamilnadu. We are all set for consolidation to connect the entire state of Tamilnadu, making possible the seemingly impossible task of cost-effective Wireless telecommunication.

An effective combination of the latest technology and experienced professionals in a progressive work environment where creativity, innovation, experience, self-motivation have been the catch words of success - Aircel Cellular bears a testimony to this work culture.



DEPARTMENTS

The company has five major departments with functional head at vice-president level, Where they all report to the chief executive officer.

THE DEPARTMENTS ARE

- ✓ Information service
- ✓ Marketing service
- ✓ Human service
- ✓ Technical
- ✓ Finance

AIRCEL LTD has its corporate office in Coimbatore. And it has 4 regional offices in Madurai, Trichy, Salem & Chengalpet. The regional officers have number of authorized AIRCEL Agents who have many able sales executives under them who do the sales part.

OBJECTIVES OF THE COMPANY

AIRCEL has massive plan to cover entire state of Tamilnadu with an idea of bringing 5 MSC (mobile switching centers) and 365 base stations. AIRCEL plans to provide coverage in Tamilnadu using 395 bas stations of which 362 base stations will be providing citywide and rural coverage and remaining 33 base stations will provide road coverage.

The main reason for such a network is to provide.

- ✓ Large number of subscribers
- ✓ Peak hour traffic per subscribers with supporting network
- ✓ High capacity backbone network for heavy traffic
- ✓ Multiple points or interconnect
- ✓ Easy call connection
- ✓ On road coverage which is traveling.

ABOUT THE SERVICE PROVIDED BY AIRCEL

Before AIRCEL started its mobile service cellular was considered, as a luxury item in Tamilnadu. Because the completion who had already started their service levied high tariff. They charged airtime of RS.16.80 per minute for all outgoing calls and RS 8.40 for every Incoming calls the subscribe received. So AIRCEL was started with the aim of providing Mobile service at affordable prices. It made great revolution in cellular industry by 'FIXING LOW AIRTIME CHARGE'.

TABLE-1
MOBILE PREFER TO USE OTHER THAN AIRCEL

Sl. No.	Choice	No. of Respondents	% of Respondents
1.	Airtel	5	10
2.	Aircel	21	42
3.	Hutch	19	38
4.	Reliance	5	10
	Total	50	100

Source: Primary data

Interpretation shows the 10% of the respondents prefer to go for Airtel. 42% of the respondents prefer to go for Air cell. 38% of the respondents prefer to go for Hutch. 10% of the respondents prefer to go for Reliance. This is shown in the diagram 3.1



CHART-1
MOBILE PREFER TO USE OTHER THAN AIRCEL

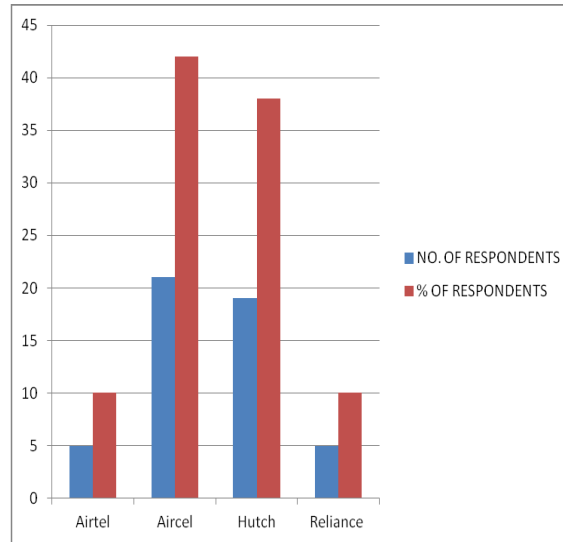


TABLE-2
SPECIALITY OF AIRCEL

Sl. No.	Specialities	No. of respondents	% of Respondents
1.	Network coverage	21	42
2.	GPRS Facility	2	4
3.	Tariff Charges	4	8
4.	Customer Care	23	46
	Total	50	100

Source: Primary data

Interpretation shows the 42% of the respondents prefer to go for Network coverage. 4% of the respondents prefer to go for GPRS Facility. 8% of the respondents prefer to go for Tariff Charges. 46% of the respondents prefer to go for Customer Care. This is shown in the diagram-2.

CHART-2
SPATIALITY OF AIRCEL

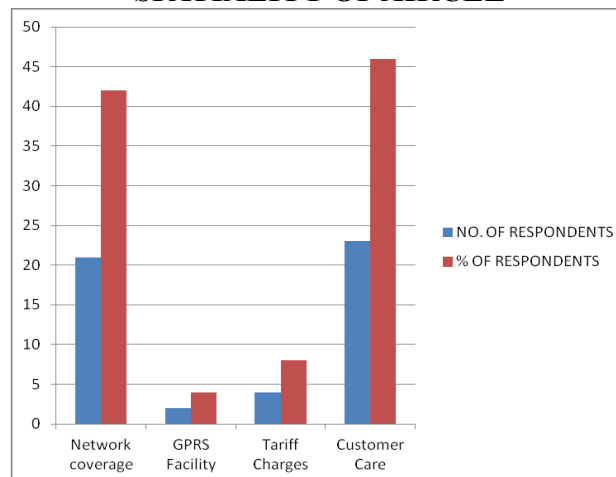




TABLE-3
SATISFACTION BY THE OFFERS

Satisfaction Level	No. of Respondents	% of Respondents
Highly Satisfied 50 P/Min	14	28
Satisfied 1P/Sec	31	62
Dissatisfied 6 Sec / 1 paise	2	4
Highly Dissatisfied 10 Paise/ Sec	1	2
Can't say	2	4
TOTAL	50	100

Source: Primary data

Interpretation 3 shows the Satisfaction by the offers respondents. 28% of the respondents are highly Satisfied 50 P/Min. 62% of the respondents are satisfied 1 P/Sec. 4% of the respondents are dissatisfied 6 Sec/1paise. 2% of the respondents are highly dissatisfied 10 Paise/Sec, 4% of the respondents are can't say. This is shown in the diagram 3.

CHART- 3
SATISFACTION BY THE OFFERS

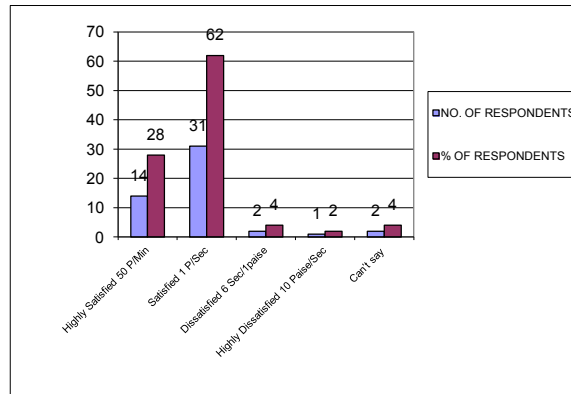


TABLE -4
PROPER NETWORK IN YOUR LIVING AREA

Sl. No.	Opinion	No. of Respondents	% of Respondents
1.	Yes	29	58
2.	No	14	28
3.	Can't say	7	14
	Total	50	100

Source: Primary data

Interpretation shows the satisfactory level of the sample respondents towards network within the living area. 58% of the respondents are satisfied with the network facilities within the living area. 28% of the respondents are not satisfied with the network facilities within the living area. 14% of the respondents are not able to say anything about the network facilities. This is shown in the diagram-4.



CHART-4
PROPER NETWORK IN YOUR LIVING AREA

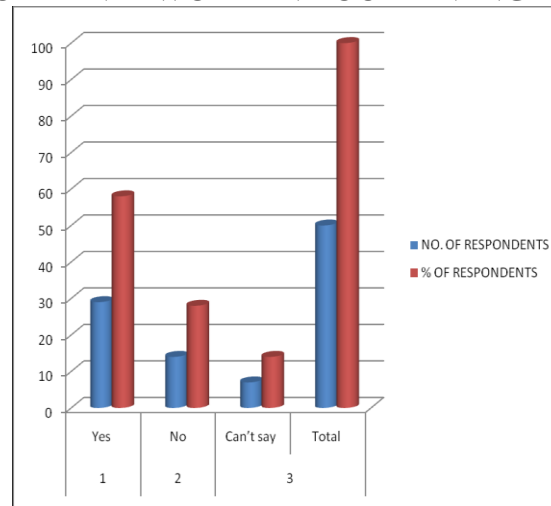


TABLE-5
PROPER SMS FACILITY FOR OTHER MOBILE

Sl. No.	Opinion	No. of Respondents	% of Respondents
1.	Yes	13	52
2.	No	26	26
3.	Can't say	11	22
	Total	50	100

Source: Primary data

Interpretation shows the satisfactory level of the sample respondents towards SMS facilities to other mobiles. 52% of the respondents are satisfied with the SMS facilities to other mobiles. 26% of the respondents are not satisfied with the SMS facilities to other mobiles. 22% of the respondents are not able to say anything about this. This is shown in the diagram-6.

CHART-5
PROPER SMS FACILITY FOR OTHER MOBILE

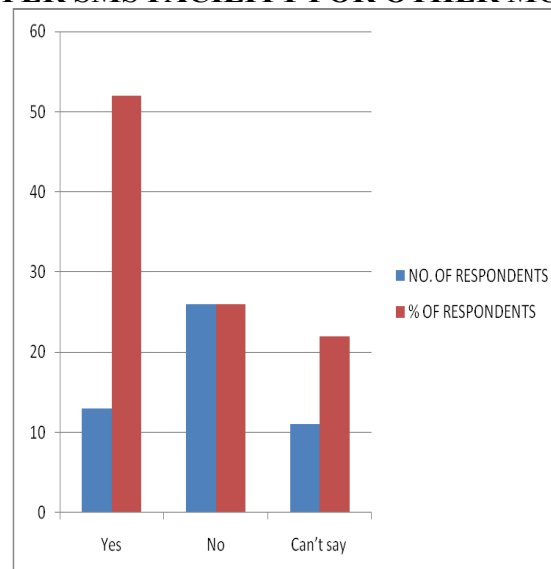




TABLE-6
SATISFACTION WITH OUTGOING CALL CHARGES

Sl. No.	Satisfaction Level	No. of Respondents	% of Respondents
1.	Highly Satisfied	11	22
2.	Satisfied	29	58
3.	Dissatisfied	6	12
4.	Highly Dissatisfied	2	4
5.	Can't say	2	4
	Total	50	100

Source: Primary data

Interpretation shows the satisfactory level of the sample respondents towards the outgoing call charges. 22% of the respondents are highly satisfied. 58% of the respondents are satisfied. 12% of the respondents are dissatisfied. 4% of the respondents are highly dissatisfied. 4% of the respondents can't say anything about this. This is shown in the diagram-7.

CHART-6
SATISFACTION WITH OUTGOING CALL CHARGES

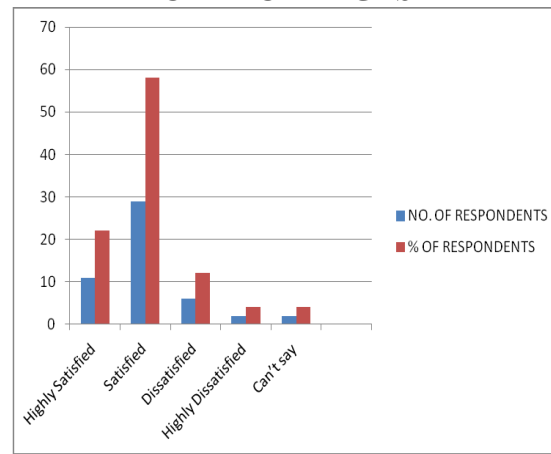


TABLE-7
MOBILE PREFER TO USE BEFORE AIRCEL

Sl. No.	Opinion	No. of respondents	% of respondents
1.	Yes	20	40
2.	No	27	54
3.	Can't say	3	6
	Total	50	100

Source: Primary data

Interpretation shows the mobile that has been preferred by the respondents before using Aircel. 40% of the respondents are satisfied with using Aircel mobiles. 54% of the respondents are not satisfied with the using Aircel mobiles. 6% of the respondents are not able to say anything about this. This is shown in the diagram-8.



CHART-7
MOBILE PREFER TO USE
BEFORE AIRCEL

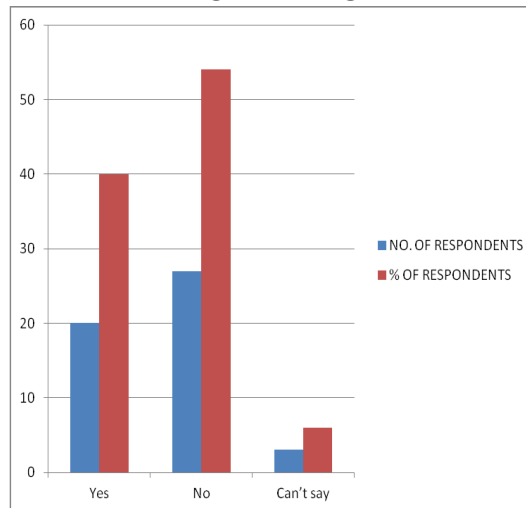


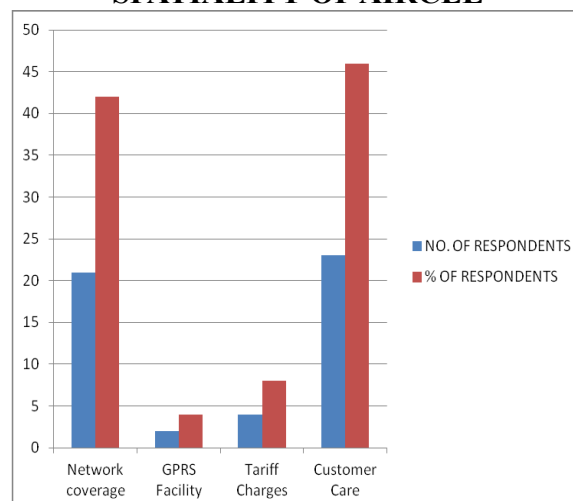
TABLE-8
SPECIALITY OF AIRCEL

Sl. No.	Specialities	No. of Respondents	% of Respondents
1.	Network coverage	21	42
2.	GPRS Facility	2	4
3.	Tariff Charges	4	8
4.	Customer Care	23	46
	Total	50	100

Source: Primary data

Interpretation shows the 42% of the respondents prefer to go for Network coverage. 4% of the respondents prefer to go for GPRS Facility. 8% of the respondents prefer to go for Tariff Charges. 46% of the respondents prefer to go for Customer Care. This is shown in the diagram-10.

CHART-8
SPATIALITY OF AIRCEL





CONCLUSION

In the coming years we can expect a greater in subscription rate of cellular phones in Tamilnadu. The company should provide good service and at the same time should increase the area of network of coverage.

Through cellular phones are not termed as necessary product. The people who are doing business and those who are handling regularly are very much interested to use cellular phones. People who need to in regular contract with other and to be contracted are in need of cellular phones. As the cellular service to be distinguishable from other means of communication, there is a chance of improving the market potentile.

In future like other products namely televisions, Fridge, Washing machine etc., the cellular phones also will become a necessary product in the life of the people.

References

- ◆ C.R. Kothari Research Methodology, Vishwa Prakashan, Chennai.2001.
- ◆ Philip Kotler Marketing Management, Prentice-Hall India (P) Ltd, New Delhi.2000
- ◆ Donald R.Cooper And Ramela S.Schindler, Business Research Methods, Tata Mcgrawhill Publishing Co.Ltd, New Delhi-2001.
- ◆ www.aircel.com