

College Students Utility towards Airtel Services in Theni DT with Special Reference NS College



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Article history:

Received: 18 July 2018

Accepted: 30 November 2018

Published: 2 December 2018

Keywords:

airtel services;
college students;
college;
theni;
utility;

Abstract

In the few decade mobiles was only used for the purpose of and outgoing calls. Now the user is changed because the technology is changing day to day. The value-added services like short message services. Multimedia services 2G and 3G and 4G services were provided by the Airtel service provider. To know the value added services and the customer preferences and satisfaction towards the Airtel services the study has undertaken. To study the origin and growth of Airtel services in Madurai city. To identify the factors influencing the students' utility towards Airtel services in Madurai city. Free text messaging services, free voice mail services, teleconferencing 4G facilities are provided by Airtel to its students better than competing service providers. This has resulted in switching over of students to Airtel services from other service providers.

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1. Introduction

In the few decades Brandon & Baker (1991), Rinaritha *et al.*, (2017), mobile was only used for the purpose of and outgoing calls. Now the user is changed because Sobell *et al.*, (1986), the technology is changing day to day. The value-added services like short message services. Multimedia services 2G and 3G and 4G services were provided by the Airtel service provider. To know the value added services and the customer preferences and satisfaction towards the Airtel services the study has undertaken.

On 24th January 2017, Airtel launched 4G in Maharashtra and goa with 4G network sharing agreement between ideas. Airtel plans to cover 1500 cities across 13 circles by the end of the company which has 4G licenses for 13 circles, is also in talks with other service providers to roll out the services in the remaining 10 circles as part of its roaming offerings, Airtel had about 3 million 4G subscribers as of May 2017.

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Bharti Airtel is the first Indian telecom service provider to achieve this Cisco Gold certification. To earn Gold Certification, Bharti Airtel had to meet rigorous standards for networking competency, service, support and customer satisfaction set forth by Cisco. The company has a submarine cable landing station at Chennai. Which connects the submarine cable connecting Chennai and Singapore Airtel is the 3rd largest in-country mobile operator by subscriber base. Behinds china mobile and China Unicom. It also offers fixed line services and broadband services. It offers its telecom services under the Airtel brand and is headed by Sunil Bharti Mittal

Statement of the Problem

Ellison *et al.*, (2007), Borsari *et al.*, (2001), the Indian industry has witnessed rapid growth over the last couple of decades. There are many mobile phone services are available but the researcher is going to make an attempt on. Airtel services. The demand of the customer is related to the increase in sometimes and vice versa. Pintrich (2004), Bong (2001), students demand is to be considered as the King of the market. A marketer should fulfill the customer needs. Mahoney *et al.*, (1995), Barrera *et al.*, (1981), stated various 2G and 3G. Brooks & Betz (1990), Suryasa *et al.*, (2018), is the 4G services given by the Airtel Company. But it is known to the customers and customers are not aware of the new services provided by the Airtel Company.

Review of Literature

Nandini has examined the consumer's utility towards Airtel services in the Madurai city (May`09) emphasized that the major of the consumer preferred to use booster card. Ragini has examined a study on "A study on consumers attitude towards the billing tariff and service provider for mobile phone users by Airtel in Madurai city" in the year 2012 the researcher concluded that the level of the attitude of the consumer of airtel mobile users in satisfactory though not extreme satisfactory. Shylaja has examined a study on "A study on customer satisfaction towards airtel in Madurai city" in the year 2014. The researcher concluded that the customers of Airtel subscriber are expecting many schemes under the net broadband service which they are provided.

Objectives

- 1) To study the origin and growth of Airtel services in Madurai city.
- 2) To identify the factors influencing the students' utility towards Airtel services in Madurai city.
- 3) To find the purpose of using Airtel services among students.
- 4) To study the problem and prospects of the Airtel services in Madurai city.
- 5) To offer suggestions to the policymaker.

The scope of the Study

This study aims to analyze the market area and student's preference and satisfaction towards Airtel services. The enterprise services provide end-to-end telecom solutions to corporate customers and national and international long distance services to carriers. All these services are provided under the Airtel brand. Moreover, the main challenges are to retain the present student's base and try to increase it by providing them better services at affordable price.

Limitations of the Study

- 1) The respondents from whom primary data was gathered any times displayed complete ignorance about the complete branded range, which was being studied.
- 2) Lack of time is the basic limitations of the project.
- 3) Some of the respondents refused to cooperate with the queries.
- 4) Some of the respondents gave based or incomplete information regarding the study.
- 5) Some of the respondents did not answer all the questions or did not have time to answer.
- 6) Distribution strategies of Airtel are not up to the mark.

2. Materials and Methods

Tools for Analysis

To make the raw data fit for the analysis, the researcher has scrutinized the filled in interview schedule and prepared a master table. It has been designed in such a way as to contain some of the information collected through interview schedule. With the help of the master table, the researcher designed a number of functional tables and analysis was made based on it. The tools used for the analysis are tabulated below.

Statistical Technique Used

The data collected from the respondents are analyzed using various statistical techniques they are as follows:

Percentage Analysis

Percentage method refers to a specified kind which is used in making a comparison between two or more series of data. Percentages are based on descriptive relationship. It compares the relative items. Since the percentage reduces everything to a common base and thereby allow meaning comparison.

Table 1
Age wise classification of respondents

Age	No of the respondents	Percentage
18-19	16	16%
20-21	47	47%
Above-21	37	37%
Total	100	100%

Source: primary data

Table 1 shows that 16 percent of the respondents are in the group below 18-19 years, 47 percent of the respondents are in the age group of 20-21 years, 37 percent of the respondents are in the age in the age group of above 21 years,

Table 2
Gender wise classification of respondents

Gender	No of the respondents	Percentage
Male	55	55%
Female	45	45%
Total	100	100%

Source: primary data

Table 2 shows that out of 100 respondents, 55 percent of the respondents were male and 45 percent respondents were female.

Table 3
Know About Airtel Services

Know about Airtel services	No of the respondents	Percentage
Friends	31	31%
Advertisement	48	48%
Family	20	20%
Others	1	1%
Total	100	100%

Source: primary data

Table 3 shows that most of the 31 percent in friends, and 48 percent in the advertisement, and 20 percent in family member's and 1 percent in others Airtel services.

Table 4
Classification On Basis Type Of Airtel Services

type of Airtel services	No of the respondents	Percentage
Prepaid	98	98.0
Postpaid	2	2.0
Total	100	100.0

Source: primary data

Table 4 shows that 98 percent of the respondents are using prepaid services and 2 percent of respondents are using post-paid services.

3. Results and Discussions

- It was found that out of 100 respondents majority of the respondents 16 percent are in the age group 18-19 years, secondly 47 percent of the respondents in 20-21 years age next finally 37 percent of the respondents in Above 21 years.
- It was found that out of 100 respondent's majority of the respondents 55 percent Male and female 45 percent.
- It was found that out of 100 respondent's majority of the respondents 9 percent of the married and 91 percent of the respondents unmarried.
- It was found that out of 100 respondents 14 percent of the respondents belong to the income group of less than 10,000 and 30 percent of the respondents belong to the income group of 10,000-15,000 and 32 percent of the respondents belong to the income group 15,000-20,000 and 24 percent of the respondents belong to the income group of Above 20,000.
- Regarding the education level of respondents most of the undergraduates, 36 percent of postgraduates 64 percent of the respondents.
- Regarding the know about 100 respondents most of 31 percent of the respondents of the friends and 48 percent of the respondent's advertisement and 20 percent family members in 1 percent in the respondents in others.

4. Conclusion

Free text messaging services, free voicemail services, teleconferencing 4G facilities are provided by Airtel to its students better than competing service providers. This has resulted in switching over of students to Airtel services from other service providers. This has contributed to an increased market share of Airtel services and hence, Airtel shows an upward trend.

Suggestions

Respondents are not fully aware of Airtel utility schemes. Hence, adequate promotional measures are to be taken for promoting such schemes. To prevent misuse of the service identifications of the respondents should be verified. Better value-added services can be provided for students. Students can be provided with proper training for better Airtel services.

Conflict of interest statement and funding sources

The authors declared that they have no competing interest. The study was financed by personal funding.

Statement of authorship

The authors have a responsibility for the conception and design of the study. The authors have approved the final article.



Acknowledgments

The authors would like to thank the reviewer for their consideration the further process of the present paper. Thanks to the editor of IRJMIS for their valuable support, time as well as advice.

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