

**PENETRATION LEVEL OF BHARTI AIRTEL MOBILE COMMUNICATION AMONG
THE OTHER STATE CUSTOMERS IN THANJAVUR**

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ABSTRACT

Bharti Airtel mobile communication is the leading service provider in India. The study is aimed at to measure the penetration level of usage of Airtel service in Thanjavur. To achieve the objective, the researcher has attempted to find the association of network coverage on other state customer buying preferences; association of Billing services on other state customer buying preferences; association of customer care on other state customer buying preferences; association of call drop on other state customer buying preferences; association of value added services on other state customer buying preferences. The study was carried out by using a descriptive research design, through a sample survey, using a structured and undisguised questionnaire, among 300 other state customers from Thanjavur city. The sampling technique used was convenience sampling method by locating the respondents at the Airtel customer points. The tools used for analysing the data were Percentage Analysis, ANOVA, Factor Analysis and Multiple Regression. From the research it was found that there is a significant relationship between the state to which the customer belong and the service provider.

Key words: Airtel, Buying preference, Penetration, Other state customers.

INTRODUCTION:

The Bharti Airtel is a worldwide network service provider and is wide spread all over India. In such a case, the original penetration level of the other state customers can be determined only through the gathering of information relating different views of the customer and their experience. The most important information that should be collected is the reason for using Airtel over the other networks and the customer benefits on using the network. In converse the opposite view of not utilizing the network should also be collected to obtain a fair idea. The study which

deals with the various reasons and different aspects of the customers would clearly ensure to understand the real opportunity and penetration level of the other state customers using Airtel.

STATEMENT OF THE PROBLEM:

The study is aimed to measure the usage level of Bharti Airtel in case of other states customers as compared to other mobile communication. This study will help to develop suitable strategies that are from other states to increase penetration level of Airtel Mobile Communication.

OBJECTIVES:

- The factors that are affecting the other state customer's buying preference on the penetration level of service providers.
- To find out the association of network coverage on other state customer buying preference.
- To find out the association of Billing services on other state customer buying preference.
- To find out the association of customer care on other state customer buying preference.
- To find out the association of call drop on other state customer buying preference.
- To find out the association of value added services on other state customer buying preference.

LIMITATIONS:

- Small sample size (300).
- Study is limited to Thanjavur city only.

HYPOTHESIS:

H₀₁ – There is no significant relationship between State of the customer and customer experience in Airtel.

H₀₂ – There is no significant relationship between Monthly income of the customer and Monthly data usage of the customer.

H₀₃ – There is no significant relationship between Profession of the customer and Monthly data usage of the customer.

RESEARCH METHODOLOGY:

The methodology adopted in this research aims to obtain a concise indicator that provides overall measure of quality of products. It has been composed of two groups are Target Population and Accessible Population. A sample of 300 respondents was taken for this study. A reliability test was conducted and the cronbach's alpha value is 0.747 which is highly reliable. Convenience sampling technique is used in this research. The data has been collected by using primary and secondary data. The tools used for this study is ANOVA, Frequency, Weighted average.

REVIEW OF LITERATURE:

Cuadra, Teresa M. (2015): This study analyses computer, Internet, and mobile phone usage by Hispanics at Settlement Health, an East Harlem community health center.

Ejaz, Ali (2013): This thesis proposes a context-aware system that provides mobile Applications as a Service (AppaaS). We also demonstrate how AppaaS can preserve an applications state when a user is to reuse the same application again.

Yuan, Yihong (2013): This research enhances our understanding of the relationship between human mobility and ICT in general, and between human mobility patterns and mobile phone usage in particular.

Boateng, Ofori (2011): The results show that the diffusion of mobile telephony has significantly increased employment in Ghana with some economic benefits to the country.

Katz, Eric (2010): In the majority of the test cases the phones were not isolated from their networks despite being enclosed in a shielding device. It was found that SMS calls penetrated the shields the most often. Voice calls were the next most likely to penetrate the shields and MMS were the least.

DATA ANALYSIS AND INTERPRETATION

In the present scenario, Preference among customer for selecting a network service provider is different from one person to other person, so to understand the preference of different other state customer various dimensions like voice clarity, network connectivity, availability of recharge outlets, pricing, customer care service and internet usage are used in this study.

TABLE 1 PERCENTAGES ANALYSIS OF DEMOGRAPHIC VARIABLES

VARIABLES	CATEGORY	PERCENTAGE
Gender	Male	57.7
	Female	42.3
Age	15-25	19.0
	26-35	14.7
	36-45	17.7
	46-55	18.7
	56-60	14.0
	Above 60	16.0
State	Kerala	20.0
	Karnataka	19.7
	Andhra Pradesh	20.7
	Telangana	20.3
	Others	19.3
Profession	Student	19.0
	Business	15.0
	Private employee	19.7
	Government employee	26.0
	Others	20.3
Monthly Income	Student	19.0
	Below Rs 10000	19.7
	Rs 10001- 20000	23.0
	Rs 20001- 30000	20.0
	Above Rs 30000	18.3
Service provider	Vodafone	16.7
	Airtel	18.3
	Aircel	19.0
	Idea	19.3
	Reliance	20.7

	BSNL	5.0
	Others	1.0

Source: Primary data

From the above table it is evident that 57.7% of respondents are male and remaining 42.7% are female. Hence it is interpreted that majority of the respondents are male. It is interpreted that majority of the respondents are in the age group of 15-25 years, majority of the respondents come from Andhra Pradesh, majority of the respondents are Government Employees, majority of the respondents are earning Rs.10001 – 20000 per month and majority of the respondents are the Reliance customers.

TABLE NO 2 OVERALL EXPERIENCES IN AIRTEL

Customer Rating	Frequency	Percent
Non Airtel customer	245	81.7
Fair	28	9.3
Good	27	9.0
Total	300	100.0

Source: Primary Data

The above table gives the overall experience of the respondents in Airtel. It gives the weighted average of 3.49, it shows that Airtel is providing a good service among the other state customers.

TABLE NO 3 REASON FOR SWITCH OVER FROM AIRTEL: CALL RATES

Customer Rating	Frequency	Percent
Airtel customer	55	18.3
Agree	35	11.7
Not switched over from Airtel	210	70.0
Total	300	100.0

Source: Primary Data

From the above table the researcher found the weighted average as 4. This shows that due to poor call rates many customers switched over from Airtel.

TABLE NO 4 REASON FOR SWITCH OVER FROM AIRTEL: ROAMING SERVICES

Customer Rating	Frequency	Percent
Airtel customer	55	18.3
Disagree	9	3.0
Agree	17	5.7
Always Agree	9	3.0
Not Switched over from airtel	210	70.0
Total	300	100.0

Source: Primary Data

From the above table the researcher found the weighted average as 4. This shows that due to poor Roaming Services many customers switched over from Airtel.

TABLE NO 5 ANOVA FOR INCOME OF THE CUSTOMER AND MONTHLY DATA USAGE OF THE CUSTOMER

Monthly income of the customer Vs. Monthly data usage of the customer	F	Significance	Result
Data Usage	27.545	0.000	Rejected

Source: Primary data

Null Hypothesis (Ho) – There is no significant relationship between Monthly income of the customer and Monthly data usage of the customer.

- From the above table it is concluded that the null hypothesis is rejected since F value = 27.545 and P value = 0.000 and hence there is a relationship between Monthly income of the customer and Monthly data usage of the customer.

TABLE NO 6 ANOVA FOR PROFESSION OF THE CUSTOMER AND DATA USAGE OF THE CUSTOMER

Monthly income of the customer Vs. Monthly data usage of the customer	F	Significance	Result
Data Usage	17.620	0.000	Rejected

Source: Primary data

Null Hypothesis (Ho) – There is no significant relationship between Profession of the customer and Monthly data usage of the customer.

- From the above table it is concluded that the null hypothesis is rejected since F value = 27.545 and P value = 0.000 and hence there is a relationship between Profession of the customer and Monthly data usage of the customer.

FINDINGS

It is found that 57.7% of the respondents are male customers and majority of them from the age group of 15-25 and 20.7% of the customers are from Kerala. It is found that 18.3% of other state customers are using the Airtel. Majority of the customers are earning Rs.10001 – 20000 per month. Other state customers are feeling good with Airtel services, but the pricing of the Airtel is rated as 2.4 and it shows that the tariff plans of the Airtel are not meeting their expectation level of the other state customers. They have switched over the network because of the tariff charges of the Airtel. But they are happy with the availability of recharge outlets and customer care services provided by the Airtel. It is found that there is significant relationship between the Income of the respondents and the data usage. It inferred that approximately, the other state customers are using around 3GB data per month.

SUGGESTIONS

Airtel have to refine their call rates for better usage by other state customers. The major reasons for switching over from the Airtel are call rates and SMS rates. They are the important factors for switching over network. This will reduce the Customer Market Share (CMS) of the Airtel. The researcher also found that there is significant relationship between the monthly data usage and monthly income, Airtel should offer data packs with minimum cost, so that they can

improve their revenue in data sales. The researcher found that there is a significant relationship between the profession and the data usage. Students are using more data per month rather than others. Hence Airtel can provide some exclusive offers for students to improve their usage and revenue for Airtel.

CONCLUSION

Airtel is the one of the most successful MNC mobile communication network. They are performing very well in network coverage, voice clarity, customer care, recharge outlets and roaming service but not in all geographical locations. They have to provide equal service for both the urban and rural areas to improve their CMS and revenue. By reducing the prices of Airtel service they can get more customers and revenue. Another major advantage of Airtel is their data service, nowadays everyone is using internet and Airtel is providing high speed internet for their customers. Students are also using high amount of internet rather than others, by providing offers to attract the students they can earn more in data selling. To sum up, to increase the revenue Airtel has to look into their tariff plans immediately.

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