

ANALYSIS OF CUSTOMER PERCEPTION TOWARDS THE AIRTEL SERVICES IN SIVAGANGA

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Abstract: The study's main goal was to learn how customers of AIRTEL Broadband perceive its offerings. Customers in the Sivaganga district are satisfied alongside the services provided by AIRTEL and to identify the factors influencing the customers' preferences. According to the findings, the dimensions that influence customers' satisfaction levels are core services (such as good coverage, connectivity, and network quality) along with call rate. Further results demonstrate that there is a significant relationship between the brand name and customer preference. As a result, it has been suggested that telecom companies concentrate on connectivity, call rate, coverage, and network quality.

Keywords: Customer perception, network operators, telecommunication, customer satisfaction, mobile services and so on.

1. INTRODUCTION

The telecommunications industries are comprised of all telecommunications/telephone enterprises along with internet service providers, and they play a crucial part in the advancement of mobile collaboration and the information society. Traditional phone calls remain the industry's largest revenue power source, instead thanks to technological developments in technology for networks, telecom is also becoming more regarding text (instant messaging, email) and photos (e.g., video streaming). High-speed internet access is widely available for computerised applications involving data such as internet access information services and immersive recreational activities. The most common broadband telecom technology is Digital Subscriber Line (DSL). The fastest growing segment is (value-added) services delivered via mobile networks.

The telecom industry remains at the epicentre of virtually every industry's growth, innovation, and disruption. Mobile devices with associated broadband connectivity are becoming increasingly ingrained in the fabric of everyday life today, and they are instrumental in propelling the momentum behind key trends which include video streaming, the Internet of Things (IoT), alongside mobile payments. Consider telecommunications to be the world's largest machine. The global system, which is linked by intricate systems of telephones, mobile phones, and internet-connected PCs, affects nearly everyone. It enables us to communicate, share ideas, and conduct company with nearly anyone, no matter where they are in the world. All of this is made possible by telecommunications operating companies. Dwellings and small-sized company markets are the most difficult of all customer markets. With hundreds of competitors, rivals rely strongly on price; success is largely determined by commercial resilience and spending on efficient billing systems. The corporate market continues to be the industry favourite. Large corporate customers are more concerned with the quality as well as dependability of their phone calls as well as their data delivery, and they are less concerned with costs than residential customers. Multinational corporations invest significantly in telecom infrastructure and premium services such as high-security private networks and videoconferencing. Other telecom companies can also benefit from network connectivity by selling circuits to heavy network users such as internet service providers and large corporations.

The study besides on Bharati Airtel or simply Airtel, is a multinational corporations telecommunications services company headquartered in New Delhi, India. It operates in 18 South Asian and African countries, and it also serves the Channel Islands. Airtel currently offers 5G, 4G, as well as LTE Advanced services throughout India. Depending on the country of operation, currently available services consist of fixed-line broadband and voice services. Airtel had also made its Voice over LTE (VoLTE) modern technology available in all Indian telecom circles. It is India's top mobile network operator and the world's second the largest mobile network operator. Airtel was named India's second most valuable brand in Millward Brown along with WPP plc's inaugural Brandz ranking.

Bharti Airtel Mobile technology is a global telecommunications the organisation that has revolutionised the way individuals connect and communicate. Bharti Airtel Mobile, which has an established presence in India as well as several other countries, provides a wide range of cell phone services, such as calling by voice, messaging, plans for data, and value-added services. Bharti Airtel Mobile has become an established brand in the telecom industry due to its wide geographic coverage, and better call quality, along with innovative offerings. Bharti Airtel Mobile provides dependable and efficient remedies to meet the changing needs of its customers, whether it's maintaining engaged with relatives and friends, getting to online resources on the move, or enjoying seamless communication. Airtel, India's second-largest mobile network operator, provides a wide range of services to buyers across the country, including mobile, voice, and broadband services. Hence, the study deals with the customer opinion about the usage of Bharati Airtel services towards in sivaganga district.

2. STATEMENT OF THE PROBLEM

In today's complex and dynamic environment, the mobile communication sector is one of the prospering service businesses. With the increasing importance of knowledge in everyday lives, this industry is rapidly expanding. With this immediately apparent change, mobile service providers can provide customers with new sophisticated functions as well as cutting-edge technology at reasonable prices, attracting new and retaining existing customers for long-term sustainable growth.

Customers always start and end a business, so they has to be regarded as the ultimate ruler of the market. Customer satisfaction is a measurement of how well needs as well as responses have been coordinated and delivered in order to exceed customer expectations. The purpose of the study is to analyze the customer perception towards airtel services in sivaganga district. The study is aimed to examining the determinants of customer perception.

3. OBJECTIVE OF THE STUDY

1. To know the customer perception level provided by Airtel services in Sivaganga District in Tamil Nadu.
2. To analyse the socio-economic status of Airtel services.
3. To analyse the determinants of customer perception.

4. METHODOLOGY

The study were blend of both the analytical along with descriptive in nature. The sources of data such as primary and secondary data. The primary data were collected from the Sivaganga district. The samples were collected by using the convenient sampling method. The total population were identified from the snowball method. Hence, it is unknown population and for this study, the researcher were collected the 114 sample from the each taluk.

Then, the secondary data were collected from the e-websites, Wikipedia, e-magazines, e-thesis, thesis, existing journals and so on.

SOCIO-ECONOMIC STATUS OF THE RESPONDENTS

The position of a person in the social stratum that is established by an assortment of social as well as economic variables is referred to as socioeconomic status.

Table1: Distribution of Demographic profile of the respondents

Sno	Particulars	Category	Number of the Respondents	Percentage
1	Gender	Male	73	64
		Female	41	36
		Total	114	100
2	Age	Between 18-28	16	14

		Between 29-38	62	54.4
		Between 39-49	28	24.6
		Above 50	8	7.0
		Total	114	100
3	Educational Status	Under School Level	24	21
		Under Graduate	65	57
		Post Graduate	8	7
		Others	17	14.9
		Total	114	100
4	Designation	Wages/farmer	25	21.9
		Self-Employed	39	34.2
		Private Employee	22	19.3
		Government employee	20	17.5
		Students	8	7.0
		Total	114	100
5	Income	10000-25000	41	36
		26000-50000	43	37.7
		51000-75000	12	10.5
		76000-100000	6	5.3
		Above 1Lakhs	12	10.5
		Total	114	100
6	Mobile operator	Vodafone	27	23.7
		BSNL	17	14.9
		Jio	15	13.2
		Airtel	55	48.2
		Total	114	100

Source: Primary Data calculated from SPSS 26.0

From the table explained that, in gender most of respondents are from male category (64%) and rest of them are female (36%). By accessing the majority of the respondents from their age level with the range between 29-38 led from the level of 62%, followed by the range of 39-49 aggregated by the 28 percent. Educational status is estimating the majority level as Under Graduate is placed as the first level with 65 percent. Most of the respondents were occupied from self-employed (39%) followed by the wages or farmer category(25%) of the respondents.

Income level, says that most of the respondents are generating the income from 26,000 INR to 50,000 INR (43%) followed by 10,000INR-25,000 INR(41%). This shows that most of the people are living as a middle-class. Most of the respondents are using the mobile operator services from Airtel mode (48.2%), followed by Vodafone (27%) in only in the sivaganga district with the 114 sample size.

ANALYSIS OF CUSTOMER OPINION ABOUT AIRTEL SERVICES

In the last decade, the Indian smartphone market has been expanding at a rapid pace. Reduced call rates and favourable regulatory practises have resulted in a massive increase in the number of subscribers.

Proper identification of customer preferences will make it easier to be favourable to various mobile service providers. Continuous consumer research will improve customer satisfaction. The current study revolves around the research of customer preferences, with particular reference to mobile network users in sivaganga district. The study was conducted to determine the most preferred mobile network service provider of Airtel, and the products they offer such as quality of service, value added services, and support services for customers are the most influential factors in the selection of a specific mobile network service provider. The researcher has adopted Friedman test to access the mean rank. For one-way continuous measurement analysis of variance by ranks, the Friedman test is used. The null hypothesis states that there is indeed no significant difference between the respondents' ranks.

Table 2: Customer opinion about airtel services-Friedman test

Sno	Particulars	N	Mean	Std. Deviation	Mean Rank
1	Excellence in Connectivity of Network of the Airtel	114	2.6754	1.26558	2
2	Accurate in the activation of SIM card or other services	114	2.8684	1.49639	1
3	Strong support of customer care centre	114	2.1930	1.17403	6
4	Responding time to the customer for Support or Assistance	114	1.9737	.81426	8
5	Bill delivery by SMS	114	2.1053	1.05065	7
6	App mode transaction eg: bill payment, recharge and so on.	114	1.9298	.97508	9
7	Compliant/ Problem resolution/charging/validity complaints of their services	114	2.2544	1.17354	3
8	Value of the Money	114	2.1228	.96064	4
9	Easy to access	114	1.8333	.88164	
10	Easy to adopting 5G Technology Recommendation to others	114	1.5439	.99681	10

Source: Primary data

Table 2 indicates that P value of 0.00 which is less than the ideal p value of 0.05 and the null hypotheses is rejected at five percent significance level. Hence it is concluded that there is a significant difference between the mean ranks towards the Customer opinion about airtel services. Based on the mean rank, it is found that respondents have the importance of “Accurate in the activation of SIM card or other services”, followed by Excellence in Connectivity of Network of the Airtel and the Compliant/ Problem resolution/charging/validity complaints of their services while adopting the innovation in their technology. Hence the table portrays that 5 Mobile phone service providers have also developed GPRS-enabled multimedia messaging, Internet access, and mobile commerce. The long-awaited 5G mobile technology has finally arrived in the Indian telecom market. GSM, CDMA, and WILL network operators are all upgrading in order to offer 5G mobile services.

ACCESS LEVEL OF CUSTOMER OPINION ABOUT AIRTEL SERVICES AND THE PROSPECTS OF THE RESPONDENTS- MULTIPLE REGRESSION

The telecom industry will focus more on remote regions to connect them with urban areas so that farmers and small-scale industries can have faster access to information about weather and market conditions. Bharti Enterprises' flagship company is telecom juggernaut Bharti Airtel. The Bharti Group has a diverse business portfolio and has created global brands in the telecommunications sector. The researcher has administered the multiple regression method for analyse with the profile of the respondents.

Multiple regression analysis is a statistical technique that examines the association between multiple variables or more and employs the results to estimate the significance of the dependent variables. The goal of multiple regression is to create a model that relates a dependent variable y towards a number of independent variables.

$$y = a + b_1x_1 + b_2x_2 + \dots + b_kx_k$$

where x_1, x_2, \dots, x_k are the k independent variables and y is the dependent variable.

The ANOVA test was used to validate the model. The model is not fit, according to the null hypothesis.

Table 3: Access Level of Customer Opinion About Airtel Services and The Prospects Of The Respondents- Model Summary fit

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.319 ^a	.102	.051	5.24432	1.675

a. Predictors: (Constant), Network Service Providers, Gender, Designation, Income, Educational_Status, Age, Network Service Providers

b. Dependent Variable: Customer Perception

The ANOVA Table 3 indicates the significant value is less than 0.05 which means the regression model is statistically fit.

The Table 4 presents the multiple regression and the significance level of profile of the respondents affects their buying behaviour of Airtel brand.

Table 4: Buying behaviour of Airtel brand

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.319	4.485		4.308	.000
	Gender	1.142	1.115	.102	1.024	.308
	Age	-.495	.809	-.076	-.612	.002
	Educational_Status	.673	.554	.116	1.215	.227
	Designation	-.034	.541	-.008	-.063	.000
	Income	-.745	.404	-.176	-1.843	.008
	Network Service Providers	.712	.373	.188	1.909	.009

Data: Primary data adopted from SPSS 23.0

Multiple regression analysis allows you to explicitly control for many other factors that influence the dependent variable at the same time. The goal of regression analysis is to simulation the relationship between one or more independent variables and a dependent variable. Let k be the number of variables, denoted by $x_1, x_2, x_3, \dots, x_k$. When the parameters of x are known, such an equation can be used to predict the value of y.

Where the x values are gender, age, Education status, designation, income, network service providers of the respondents and the dependent variable is Customer perceptions among the airtel brand.

There is a significant level of profile of the respondents affects their buying behaviour of Airtel brand.

Table 5: Buying behaviour of Airtel brand-Residual Statistics

Residuals Statistics ^a					
Particulars	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	17.2397	25.3741	21.5000	1.71842	114
Residual	-9.71365	17.64415	.00000	5.10320	114
Std. Predicted Value	-2.479	2.254	.000	1.000	114
Std. Residual	-1.852	3.364	.000	.973	114

a. Dependent Variable: Customer Perception

Data: Primary data adopted from SPSS 23.0

Stepwise regression is a step-by-step process that starts with a single predictor factor and adds and removes predictor variables one at a time.

Table 6-ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	333.686	6	55.614	2.022	.069 ^b
	Residual	2942.814	107	27.503		
	Total	3276.500	113			

a. Dependent Variable: Customer Perception

b. Predictors: (Constant), Network Service Providers, Gender, Designation, Income, Educational_Status, Age, Network Providers

The residual or error variation refers to the variations in the dependent variable determined by the regression model. It is additionally referred to as random error or simply "error" at times. The result is a random error caused by various sampling methods.

The null hypothesis is rejected for the type of profile of the respondents as the p-value is less than 0.05 significant value. This means the respondents profile has significant effect on their : Buying behaviour of Airtel brand.

5. CONCLUSION

According to the findings of this study, the majority of customers feel satisfied with the company's performance. The research is being conducted in order to identify the requirements and levels of happiness of AIRTEL customers. Direct interview schedule and questionnaire are used to collect sufficient data from 114 respondents. However, the customer is apathetic towards certain factors. The research here attempts to make recommendations to improve the current situation. This study examines the influence of demographic variables on the level of satisfaction obtained by the user as well as the user's behavioural pattern. It has been determined that the service offered to Airtel prepaid mobile users meets the respondent's expectations. However, the majority of respondents are dissatisfied with the phone's features. Airtel users should prioritise promotional measures in order to satisfy their customers.

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