

A STUDY ON CONSUMER PERCEPTION TOWARDS AIRTEL INTERNET BROADBAND SERVICES IN AHMEDABAD CITY

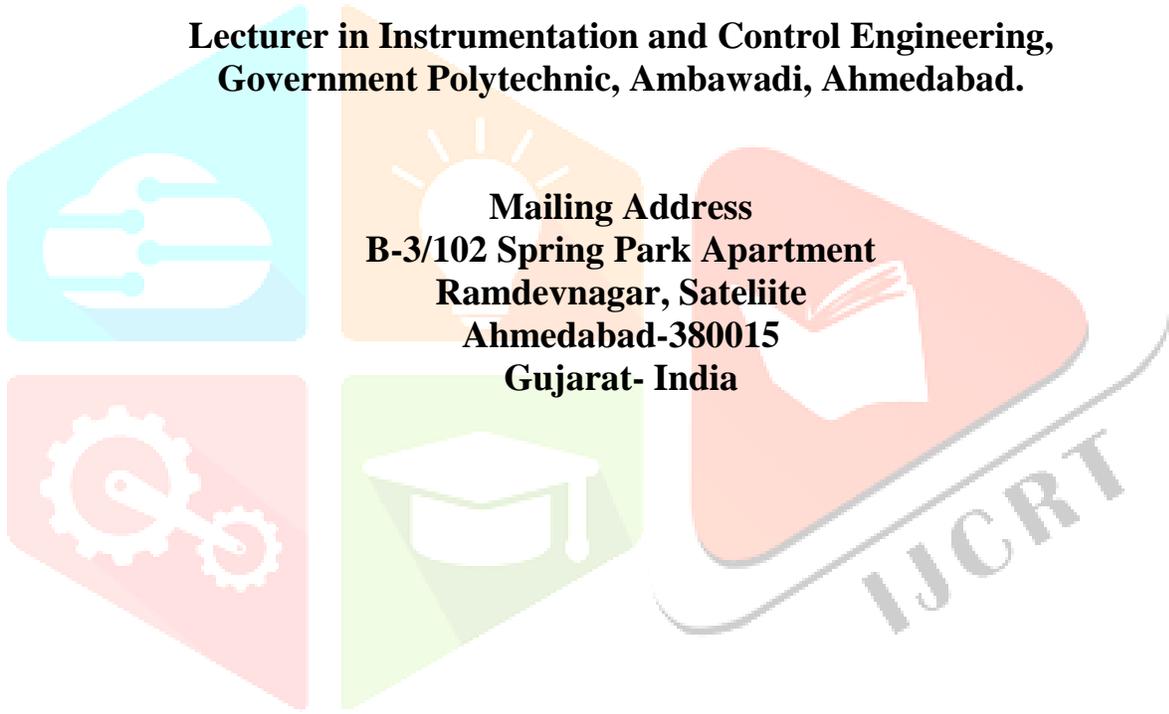
Short Title

Study_Consumer_Perception_Airtel_Broadband Services

SUBJECT: MANAGEMENT

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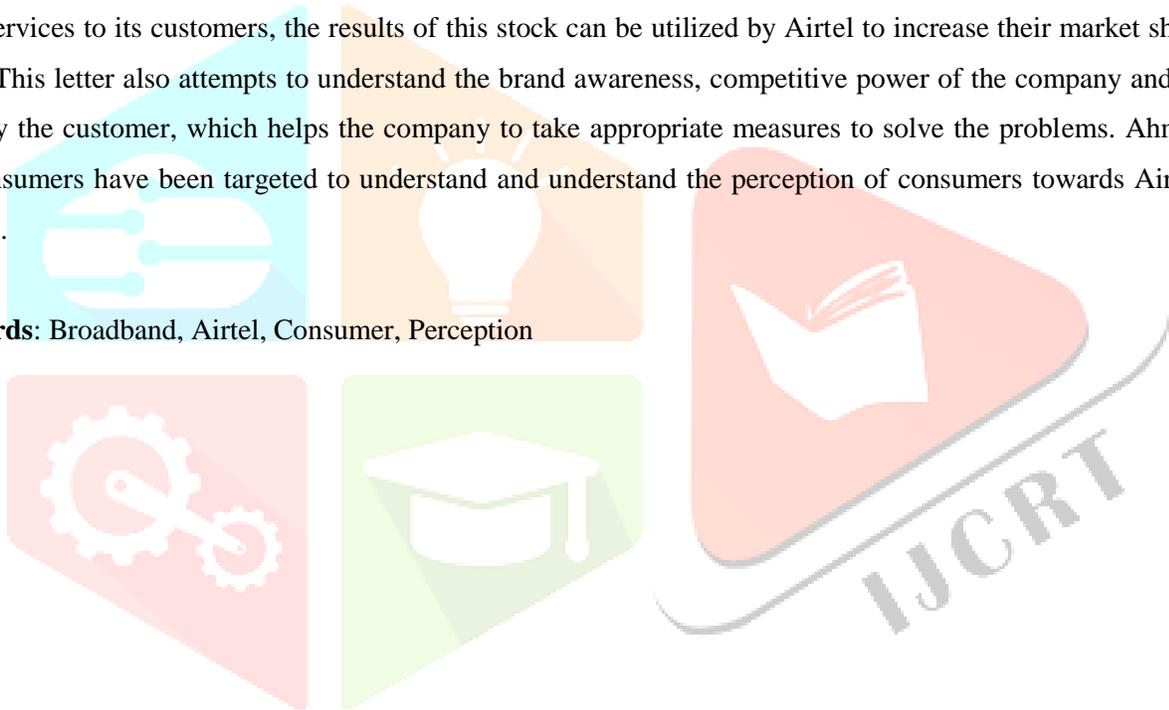
A STUDY ON CONSUMER PERCEPTION TOWARDS AIRTEL INTERNET BROADBAND SERVICES IN AHMEDABAD CITY

Dr. Manojkumar B. Vanara

ABSTRACT:

Consumer perception is a measure of consumer approach to products, services or brands. Though it has always been smart to keep the consumer happy, but consumer perception has become popular with the total quality movement in 1980. Consumer perception is a word, which shows how to meet the needs of a customer, or the way to overcome customer expectations. This study is primarily focused on understanding the level of consumer perception of Airtel broadband in Ahmedabad. In order to understand the level of customer preference in relation to Broadband connection and to provide better services to its customers, the results of this study can be utilized by Airtel to increase their market share and brand image. This letter also attempts to understand the brand awareness, competitive power of the company and the problems faced by the customer, which helps the company to take appropriate measures to solve the problems. Ahmedabad city's 200 consumers have been targeted to understand and understand the perception of consumers towards Airtel broadband services.

Keywords: Broadband, Airtel, Consumer, Perception



INTRODUCTION:

With the speed of wireless communication, Internet communication in India is growing rapidly, the use of broadband internet is increasing, although the current penetration rate is low due to the large population and the growing economy, there is a big opportunity for the growth of Indian broadband sector. Many other online services like e-government services, e-health, e-education, and online videos, music downloads, and online games are heading towards broadband in India.

People are becoming more professional than day and day before. Demography has changed due to the era of globalization because they need to share each other with more information. Broadband has brought a tremendous change in the communication sector of our country. It has also changed the communication structure, people of different business and income levels are using broadband strictly for their business purpose and personal purpose.

Under the headline "Consumer Preferred towards Airtel Broadband Connectivity", the current study is primarily used to identify the reasons for liking Airtel broadband services and also to know the level of expectation and satisfaction of the consumer regarding the tariff plan, charges and other services offered by the Airtel broadband network.

RESEARCH OBJECTIVE:

1. Study the Consumer Perceptions on Airtel broadband services.
2. To suggest to Airtel to attract more customers.

RESEARCH HYPOTHESIS:

There is an important cooperation between the monthly income and monthly expenditure on Airtel broadband connectivity.

SAMPLE SIZE:

For this research, the researcher has targeted 200 respondents located in Ahmedabad city to study consumer perceptions of Airtel broadband services.

ANALYSIS OF TOOLS:

The researcher used the SPSS package with percentage, and Chi-Square

LITERATURE REVIEW:

M. Muthumani, Dr. N. Thangwale, Dr. In order to identify the primary use of broadband connection, and Y.L. Chaudary, to study brand preference, in Chennai City, a study on Reliance-related broadband connection and consumer choice on buyer behavior. Competitive brands and their services were their conclusions that 35.5% of respondents use the same brand for 1 to 1-2 years, and 32% of respondents use the same brand for more than 2 years.

Dr. Pratyush Tripathi Professor, VNS Business School, Bhopal Prof. Satish Kr. Singh Associate Professor, TIT-MBA, Bhopal (M.P.) conducted “**An Empirical Study of Consumer Behavior towards The Preference and Usage of broadband Services in Bhopal**” Identification and analysis of the factors affecting the level of customer satisfaction of broadband services To persuade different broadband connection services and to understand the customer and to choose brands The identification of factors. Their conclusions were directly related to the consumption of income and consumption is a factor in determining consumption.

Dr. Mohd Rafi Bin Yaacob conducted “**A study on determinants of Customer Satisfaction towards Broadband Services in Malaysia**”, To determine the level of customer satisfaction on the stability of broadband services and their conclusions were the price of broadband customers and each broadband provider would be less demanding in high pricing, it was easy for them to connect anytime and anywhere, The stability of the internet service was important to them and due to the stability factor, they changed to other broadband service providers.

On the intention of buying consumers of broadband services, how can technical and functional quality be understood to help broadband Internet service providers to understand Mohammed Shabbir Rehman, Abdul Mughly Khan, "A conceptual study", Broadband Services of service operators

Abdur Rahman BRAC Business school BRAC university conducted “**A study on customers satisfaction level of prepaid subscribers of airtel broadband in Bangladesh limited**” The broad objective of this report is to know the level of customer satisfaction level of Airtel broadband prepaid customers and to identify specific areas. Airtel's prepaid users 'resentment to their customers' satisfaction According to major area, recharges for prepaid card / load, prepaid connection tariff capacity prepaid package of services, value-added services, the customer services, after-sales services through the customer service line, and so on. Studies have shown that Airtel to upgrade its network coverage as soon as possible.

G.RAMDOSS, MEMBER FACULTY, VELS UNIVERSITY, conducted “A study on customer satisfaction of broadband services in Tamilnadu, India” this study has been used on Vellore's comparative performance analysis of telecom companies Airtel and BSNL using the primary sources of data. His conclusions in the District of Tamilnadu were network performance, reliability and availability and BSNL should improve its operating network system and performance.

V.Varatharaj Asst. professor in management, S.Vasantha Associate professor in management, R.Varadharajan associate professor in statistics, school of management studies, VELS university, conducted “ An empirical view on customer perception and satisfaction towards BSNL broadband connection in Chennai city” To study customer's perception and satisfaction towards BSNL broadband connection in Chennai city, and to identify the factors affecting customers to select BSNL broadband services, strategies for improving the service of BSNL broadband Suggestion They found that respondents are satisfied with brand image, additional services, costs, ads and access.

Padma K. JHA (2010) conducted “A study on consumer behavior of Airtel broadband services” aimed at analyzing the level of customer satisfaction level for Airtel broadband services and to explore consumer awareness. His findings were that 60% of the people know about Airtel broadband. Airtel customers are very satisfied with the services and do not want to switch to other brands.

ANALYSIS OF THE STUDY:

DEMOGRAPHIC FACTORS OF RESPONDENTS

PARAMETER	FREQUENCY	PERCENTAGE
GENDER		
MALE	58	58%
FEMALE	42	42%
TOTAL	100	100%
AGEGROUP		
BELOW20	0	0%
BETWEEN 20 –30	35	35%
BETWEEN 30 –40	35	35%
ABOVE40	30	30%
TOTAL	100	100%
QUALIFICATION		
UNDERGRADUATES	7	7%

GRADUATES	46	46%
POSTGRADUATES	39	39%
OTHERS	8	8%
TOTAL	100	100%
OCCUPATION		
SALARIED	52	52%
BUSINESS	22	22%
PROFESSIONAL	14	14%
HOUSE WIFE	11	11%
RETIRED	1	1%
TOTAL	100	100%
ANNUALINCOME		
BELOW Rs.2,00,000	37	37%
Rs.2,00,000–4,00,000	31	31%
Rs.4,00,000–6,00,000	18	18%
ABOVE Rs,6,00,000	14	14%
TOTAL	100	100%

It can be seen from the frequency analysis table that 58% of the respondents are male while 42% are female respondents, 35% of the respondents fall between 20 to 30 years and 31 to 40 years, whereas 30% of the respondents are above 40 years. is. Most of the respondents are graduates, 39% of respondents are post graduates, 7% of respondents are under graduates, more than 50% of respondents are salaried, 22% of respondents are liable, 14% of respondents are professional, 11% of respondents have housewives, 37% of respondents have more than 2 lakh annual income, 31% annual income of respondents is 2 to 4 lakh, 18% of respondents have respondents 4-6 Lakhs while 14% of respondents earn more than six lakh.

AIRTEL BROADBAND EXPENSE VS MONTHLY INCOME OF CONSUMER

INCOME LEVEL & EXPENDITURE	Less than 250	250-500	500 – 1000	above 1000	total	f – 32 df – 6 sig - .000
Below 10000	5	8	1	1	15	
10000 – 30000	3	11	5	4	23	
Above 30000	1	13	36	12	62	
Total	9	32	42	17	100	

NULL HYPOTHESIS (H₀); there is no association between monthly income and monthly expenditure over internet.

ALTERNATIVE HYPOTHESIS (H_a); There is a significant association between monthly income and monthly expenditure over internet.

The calculated chi square value is 32 which are greater than the table value (12.5916) therefore the null hypothesis is rejected. In other words there is a association between the monthly income and monthly expenditure over internet.

FINDINGS:

It is inferred that approximately 2/3rd of the respondents are attracted by both television and banners. Forty percent of the respondents purchased their broadband at the initial cost of Rs.1500 – Rs.2500. 65 % get information about offers from internet. Thirty four percent of the respondents are using between 500MB to 1GB. Forty two percent of the respondents' monthly expenditure over internet is between Rs.500 to Rs.1000. Half of the respondents are using postpaid plans and remaining half of the respondents are using prepaid tariff plans. Thirty nine percent of the respondents are using their internet connection for less than 2 years. Thirty five percent of the respondents are using their internet connection for business purpose. Probably thirty percent of the respondents recommend the brand to others. Most of the respondents (58%) are ready to switch over to other brands. Both BSNL and VODOFONE have same percentage of preference from Airtel broadband users, only 8.6 percent of the respondents prefer MTS, and 21 percent of the respondents prefer to have RELIANCE broadband connection.

SUGGESTION:

In this study, there are some problems faced by respondents of Airtel broadband connectivity in relation to services given to them.

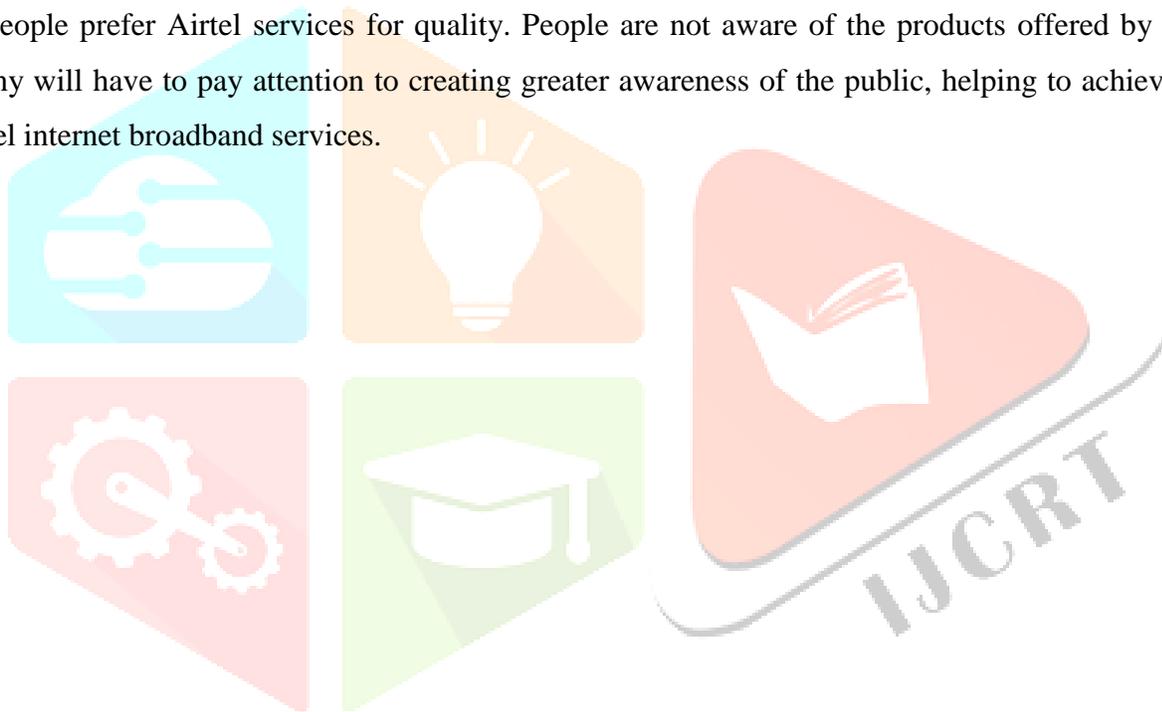
- More advertising should be given so that consumers can know about new plans and offers.

- Airtel broadband services should ensure high speed and reliability to the consumer to satisfy consumers.
- Airtel broadband services should expand its customer care services to meet the updated needs of consumers and resolve the complaints to provide suitable solutions for it.

CONCLUSION:

Broadband services are considered as a very new technology which was present for the past few years. Broadband services are getting public awareness only recently, as well as with the encouragement of government service providers as well as aggressive promotional activities by Internet Service Providers. Based on the review of our literature, there are three productions of price, speed and stability, which hoped to influence the level of customer satisfaction while adopting broadband services.

Most people prefer Airtel services for quality. People are not aware of the products offered by Airtel, so the company will have to pay attention to creating greater awareness of the public, helping to achieve the mission of Airtel internet broadband services.



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