

## **A Comparative Study on Consumer Satisfaction Towards Airtel and BSNL in Nagercoil Corporation Area**

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### **ABSTRACT**

*As disposable income increases and mobile phones become increasingly affordable more customers in India are embracing new technologies, significantly enhancing their quality of life. With ongoing innovation from mobile service providers, individuals are not only purchasing more devices, but frequently switching between different providers. The main aim of this study is to collect proper and effective information about the comparison between the operational efficiency of Bharat Sanchar Nigam Limited and AIRTEL telecom services of India. Analysing the proper reason behind the Pros and Cons of the business in both AIRTEL and BSNL is also analysed in this study.*

**Keywords:** *Communication, network, service providers, BSNL and AIRTEL*

### **Introduction**

In the today's competitive world communication plays a very important role. Communication have become an integral part of the growth, success and efficiency of any business. The telecom sector is one of the fastest growing sectors. It offers three categories of services namely fixed line, wireless and cellular service [1]. The cellular service is called as mobile service because of its nature of usage. Nearly all service providers have their network in this area. BSNL is the public player operating and AIRTEL, AIRCEL, VODAFONE, TATA INDICOM, RELIANCE are the private mobile service providers. AIRTEL from Bharathi teleservices is extending its customer base with new attractive schemes, value added services and enhanced coverage. They were able to retain the customer through their service. BSNL is the only public mobile service provider. Additionally, BSNL has launched new and attractive service plans to entice customers [2]. For instance, the company introduced a 395-day plan priced at ₹2,399, offering 2GB of high-speed data per day, unlimited voice calls, and other value-added services such as music and game subscriptions These competitively priced plans provide substantial value, making BSNL an appealing choice for cost-conscious consumers.

### **Objectives**

The following are the objectives of the study,

- To know the demographic profile of the customers.
- To compare the services provided by the BSNL and AIRTEL.
- To find out the strength and weakness of the AIRTEL and BSNL in customers point of view.
- To measure the level of customer satisfaction towards AIRTEL and BSNL services.

### **Scope of the Study**

In the present scenario, the telecommunication is the life blood for every business activity. Even in this, there prevails a competition between the service providers. Further, their promotional initiatives haven't yielded fruitful results. There may be marginal difference between the services rendered by the telecommunication service providers, there is more possibility for the users to switch from one service provider to another based on their convenience. It provides the pros and cons on the comparison of AIRTEL and BSNL service providers among the users in this competitive world.

### **Statement of the Problem**

As disposable income increases and mobile phones become increasingly affordable more customers in India are embracing new technologies, significantly enhancing their quality of life. With ongoing innovation from mobile service providers, individuals are not only purchasing more devices, but frequently switching between different providers. Besides, mobile service providers are also adding new scheme, offers and technology advancement in their services. This has resulted in more and more consumers are buying mobile phones and switching between different service providers. This study is conducted to know the level of customer satisfaction towards services of BSNL and AIRTEL.

### **Methodology**

The study is based on the primary and secondary data collected by using a well-structured questionnaire. It includes details of collection of data, processing data and analysis of data using various statistical tools. Primary data were collected by using a well drafted questionnaire. The data were collected from 60 respondents. The data that are already prevailing in the records are known as secondary data. The secondary data were collected from books, magazines, newspapers, journals, projects and internet. Convenient sampling method is being used to collect samples from the respondents.

### **Review of Literature**

India's telecom sector has shown massive upsurge in the recent years in all respects of industrial growth. From the status of state monopoly with very limited growth it has grown in

to the level of an industry. Telephone, whether fixed landline or mobile is an essential necessity for the people in India. This changing phase was possible with the economic development that followed the process of structuring the economy in the capitalistic pattern. The stupendous growth of the telecommunication companies in India over the last fifteen years can be attributed to the liberal government of India, economic policy. In this research paper, special emphasis has been laid over the comparative analysis of telecom companies AIRTEL and BSNL by using primary sources of data in Gwalior division of Madhya Pradesh. For the completion of efficient research design has been used which further. They conducted that BSNL is having weak performance as compared to Bharti Airtel. Trends of previous 5 years in Gwalior division have shown that BSNL company has slowly deteriorated its position [3].

The success of any organization depend on its ability to measure performance of its members. It highlights the fact that employees of both BSNL and Airtel opine that performance appraisal system of their organizations if effective. Most of the employees of BSNL feel that their performance appraisal system is not effective enough to fulfil their motivational needs. Employees said, it is not related with incentive and is not efficient. It the opinion of BSNL employee's performance appraisal is done mostly by a committee of raters. However, Airtel employees express that this task is accomplished in their organization by supervisors alone. Many of the respondents of both organization by supervisors alone. Many of the respondents of both organizations lacked dependable information on this issue. Majority of the employees perceives it is an important tool of increasing motivation. Overall results highlight the fact that employees of both BSNL and Airtel opine that performance appraisal system of their organizations is effective [4].

The changing demands and cut throat competition, peace of technological changes and increasing demand for new features and more value-added services lead to so many changes in the telecom sector it has paved the way to mergers, takeovers which in turn resulted in saturation of telecom services. From this study, Airtel is mostly preferred by customers and it attracts more customers with its offers and services. Most people prefer Airtel services for quality. BSNL rates are less compared to Airtel. Most people prefer BSNL services for quality. People do not know about the products provided by BSNL. Therefore, the company will have to pay attention to the public to generate more awareness which will help in achieving the mission of BSNL Broadband services [5].

## Data Analysis and Interpretation

### Satisfactory Level Regarding the Network Service

Users of the AIRTEL and BSNL may get satisfied at different benefits which is comfortable and satisfy them. The following table 4.9 reveals that the satisfactory level regarding the network service.

**Table 1. Satisfactory level regarding the AIRTEL network service**

Particulars	Highly satisfied (5)	Satisfied (4)	Moderately satisfied (3)	Dissatisfied (2)	Highly dissatisfied (1)	Score	Mean score	Rank
Network facilities	35 (7)	60 (15)	18 (6)	-	2 (2)	115	3.73	I
High Speed	20 (4)	56 (14)	30 (10)	4 (2)	-	110	3.6	IV
Low recharge price	10 (2)	40 (10)	42 (14)	6 (3)	1(1)	99	3.3	VI
Best customer support	10 (2)	68 (17)	27 (9)	4 (2)	-	109	3.6	V
Better value added	15 (3)	43 (16)	27(9)	4 (2)	-	89	2.9	VII
Easy accessibility	25 (5)	64 (16)	21 (7)	2 (1)	1(1)	113	3.7	III
High coverage	25 (5)	64 (16)	24 (8)	-	1 (1)	114	3.8	II

**Table 2. Satisfactory level regarding the BSNL network service**

Particulars	Highly satisfied (5)	Satisfied (4)	Moderately satisfied (3)	Dissatisfied (2)	Highly dissatisfied (1)	Score	Mean score	Rank
Network facilities	25 (5)	52 (13)	24 (8)	8 (4)	-	109	3.6	VI
High speed	20 (4)	40 (10)	39 (13)	6 (3)	-	105	3.5	VII
Low recharge price	15 (3)	80 (20)	21 (7)	-	-	116	3.83	I
Best customer support	15 (3)	68 (17)	24 (8)	4 (2)	-	111	3.7	V
Better value added	15 (3)	68 (17)	30 (10)	-	-	113	3.7	IV
Easy accessibility	10 (2)	80 (20)	24 (8)	-	-	114	3.8	II
High coverage	25 (5)	64 (16)	21 (7)	4 (2)	-	114	3.8	III

**Source: Primary data**

The table 1 and 2 reveals that among the BSNL users low recharge price is ranked first with highest mean score of 3.73 and among the AIRTEL users network facilities has ranked first with highest mean score of 3.83.

**Table 3. Comparison between the perceived benefits from AIRTEL and BSNL**

S.No	Particulars	AIRTEL		BSNL	
		No. of respondents	Percentage	No. of respondents	Percentage
1.	Low price	7	12	22	37
2.	Connectivity	11	20	3	5
3.	Well, known	4	6	3	5
4.	24 x 7 service	4	6	2	3
5.	Others	4	6	-	-
<b>Total</b>		<b>30</b>	<b>50</b>	<b>30</b>	<b>50</b>

**Source: Primary data**

Table 3 reveals that among AIRTEL users 19% (11) are highly benefited through high connectivity and among the BSNL users 37% (22) are highly benefited through low price

#### **Problems Faced by the Users**

Problems faced by the users may vary from the network service they use. The problems faced by them may be network issues, low connectivity etc., The following table 4.21 reveals the problems faced by the users.

**Table 4 Intensity of problems faced by the AIRTEL users**

Particulars	Very High (5)	High (4)	Moderate (3)	Low (2)	Very Low (1)	Score	Mean score	Rank
<b>High cost</b>	25(5)	44 (11)	27 (9)	8 (4)	1(1)	105	3.5	I
<b>Network issues</b>	15 (3)	48 (12)	33 (11)	2 (1)	3 (1)	101	3.4	II
<b>Low connectivity</b>	5 (1)	52 (13)	36 (12)	8 (4)	-	101	3.4	III
<b>Low internet speed</b>	-	16 (4)	42 (14)	20 (10)	2 (1)	80	2.7	V
<b>Non availability</b>	5 (1)	40 (10)	48 (16)	6 (3)	-	99	3.3	IV

**Table 5 Intensity of problems faced by the BSNL users**

Particulars	Very High (5)	High (4)	Moderate (3)	Low (2)	Very Low (1)	Score	Mean score	Rank
High cost	15 (3)	80 (20)	21 (7)	-	-	116	3.9	I
Network issues	15 (3)	52 (13)	30 (10)	-	4 (4)	101	3.4	IV
Low connectivity	10 (2)	52 (13)	30 (10)	10 (5)	-	102	3.4	III
Low internet speed	-	24 (6)	60 (20)	8 (4)	-	92	3.1	V
Non availability	15 (3)	48 (12)	30 (10)	10 (5)	-	103	3.4	II

**Source: Primary data**

The table 4 and 5 reveals that among the BSNL users high cost is the problem faced with the highest mean score of 4.9 and among the AIRTEL users high cost is the problem faced with the highest mean score of 3.5.

### Findings

Among AIRTEL users 19% (11) are highly benefitted through high connectivity and among the BSNL users 37% (22) are highly benefitted through low price.

Among the BSNL users low recharge price is ranked first with highest mean score of 3.73 and among the AIRTEL users network facilities has ranked first with highest mean score of 3.83.

Among the BSNL users' high cost is the problem faced with the highest mean score of 4.9 and among the AIRTEL users high cost is the problem faced with the highest mean score of 3.5.

### Suggestions

- Since Low network speed and high cost are the problems faced by most of the respondents, service providers should lower the cost and the network speed should be increased through installing more towers to avoid poor network speed.
- Both AIRTEL and BSNL should attract the users through providing various benefits at lower cost.

- BSNL should give some information regarding the price and introduce more innovative schemes to gain many customers.

### **Conclusion**

"A comparative study on consumer satisfaction towards AIRTEL and BSNL" found several things. According to this study, both BSNL and AIRTEL have their own strengths and weaknesses. Both the mobile network services have several challenges and drawbacks like low connectivity while using both the internet and some more mobile services innovative should be provided by AIRTEL and BSNL. From this study we are able to conclude that both the users of AIRTEL and BSNL are satisfied with the services offered by AIRTEL and BSNL. It is better to rectify the issues of the users for the AIRTEL and BSNL services to excel even more among the telecommunication sectors.

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