

PROBLEMS FACED BY CUSTOMERS IN AIRTEL NETWORK THROUGH DESIGN THINKING WITH SPECIAL REFERENCE TO NGGO COLONY IN COIMBATORE CITY

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ABSTRACT:

The problems faced by customers in the Airtel network, specifically in NGGO Colony, Coimbatore, present a compelling challenge for analysis and resolution through the lens of design thinking. This study delves into the diverse range of issues experienced by residents in this locality, encompassing call drops, slow data speeds, and inadequate network coverage. By employing design thinking methodologies, we aim to empathize with the users, define the core problems, ideate innovative solutions, prototype interventions, and test them for effectiveness. Through a user-centered approach, we seek to not only address these technical glitches but also explore the socio-economic factors that might exacerbate connectivity challenges. The ultimate goal is to co-create a network experience that is tailored to the specific needs and circumstances of NGGO Colony, ensuring that Airtel customers in this area can enjoy seamless connectivity, enhancing their quality of life.

In today's competitive world communication plays a very important role. Like blood in the human body cellular phones have become an integral part of the growth, success and efficiency of any business. Indian telecom sector has undoubtedly contributed in India's rapid economic growth and because of this India is recognize emerging economic super power. Bharti Airtel Limited, also known as Airtel is an Indian global telecommunication services company located in Delhi, India. It operates in 18 countries across South Asia and Africa and also in the Channel Islands. In July 7, 1995 Bharti Airtel Limited established as a telecom service provider. It was headed by Sunil Bharti Mitta. Airtel provides GSM, 3G, 4G LTE, 4G+ mobile services, fixed line broadband and voice services depending upon the country of operation. Airtel had also rollouts Volte technology across all Indian telecom circles. It is the network operator and the second largest mobile network operator in the world with over 411.42 million subscribers.

KEYWORDS: Airtel network, NGGO Colony.

INTRODUCTION:

CREATE ON EMPATHY MAP AND DEEP USER UNDERSTANDING

DESIGN THINKING	POTENTIAL QUESTIONS
	<ol style="list-style-type: none">1. Which form of advertisement do you like more?2. What compels you to consume it?3. What age group do you think advertisement products are targeting?4. What factor influenced you to switch over brands?

OBJECTIVES OF THE STUDY

- To identify the difference in market performance in Airtel Industry.
- To study marketing strategies adopted by Airtel.
- To study the level of customer satisfaction in Airtel.
- To study the market potential of Airtel.

LIMITATIONS OF THE STUDY

- This study applies only to Airtel and motto any other of the networks.
- A majority of the respondents show lack of cooperation and are biased towards the If opinions.
- The study is restricted only to the people of Coimbatore city so the result may not be applicable to other cities.

RESEARCH METHODOLOGY

The Research Methodology comprises of defining and redefining problems, collecting, organizing and evaluating data, making decisions and researching to conclusions.

TOOLS USED

- Percentage Analysis
- Chi – square
- ANOVA

STATEMENT OF THE PROBLEM

Mobile phones are an unavoidable one in the day-to-day activities of the people in the modern world so as Mobile networks. The competitions over the mobile networks have been in a full swing over their cent years. Airtel is one of the leading tele-communication networks who has been serving for the people for more than 2 decades. There is always been a change in the behavior of the consumer. This study helps us to know about the Consumer Behaviors and their satisfaction towards the Airtel network.

DEFINE

DESIGN THINKING STAGE	INTERFERENCE
Define	1. Is spending on advertisement is accepted by you? 2. Which of the following, according to you, help build a good brand image?

SCOPE OF THE STUDY

The competitions among the mobile networks have been increasing in the recent years. The scope of this study is to check out the customer preferences, marketing strategies, the market performance and the level of satisfaction attain from the Airtel Network.

REVIEW OF LITERATURE

Ashok Kumar. M. (2006) studied on “satisfaction level of airtel mobile phone user”, the objective of the study focused different factors in flouncing the customer satisfaction and to provide frame of reference for evaluating the gap between expectations and perceived performance by airtel cell services. The study also summarizes the consumers purchase behavior and identifies the expectations behind the purchase of airtel mobile phone services for fulfilling the stated objectives their search erased simpler and sampling method and the sample restrained to too respondents. The finding of the study states that population, which isles than 30 years of age, is more interested in using airtel connections. The customers were found to be very much satisfied with the clarity of voice, payment accuracy and activation time and after sales services offered by airtel.

Vignesh Kumar. S (2006) stated that “a study on customer satisfaction level of the reliance India mobile (post-paid) users in Madurai region”, the survey was conducted among the post-paid rim users in the areas of Madurai region with a sample size of 150. descriptiveresearch with probability random sampling technique was used to collect the

data. The data obtained are then analyzed and interpreted. It was found that most of the customers were dissatisfied in the regions due to coverage and billing problems. The dissatisfaction in billing was mainly due to their regularity in the delivery of the bill statement to the customer.

Srivastavaetal. (2006) found that “Role of Competition in Growing Markets: Telecom Sector”. The price plays an important role in growing or emerging market like that in the telecom sector. For telecom companies to service, be competitive or even grow, they continuously need to provide customers extra value-added features, high quality services at competitive price, so that customers do not switch to other operators. Although the companies are in the growth phase, they cannot afford to be co placement and need to continuously innovative through aggressive pricing, attractive schemes and superior service to retain and add more customers.

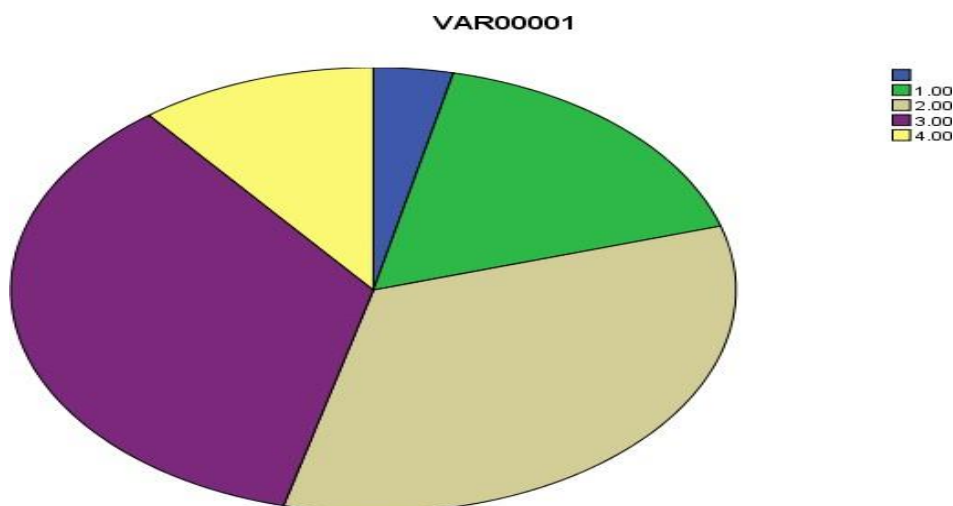
Mazzoni (2007) in his research work had analyzed the “Consumer behavior in the Italian Mobile Tele communication Market”. The author comments that mobile phone is not just a substitute of landline telephone, but more than that. Users can use it not only for calling and messaging but for sending pictures, updating sports and news, playing games, listening, music, watching movies, photography, transferring data and pictures, doing calculations, reminding important days and organizing their day today activities.

DATAANALYSIS AND INTERPRETATION

1. How many years are you using Airtel Network?

Table:1.1

	Frequency	Percent	valid percent	Cumulative percent
Valid	4	3.5	3.5	3.5
1.00	19	16.8	16.8	20.4
2.00	38	33.6	33.6	54.0
3.00	40	35.4	35.4	89.4
4.00	12	10.6	10.6	100.0
Total	113	100.0	100.0	



INTERPREATION

The above chart indicates that 3.5% of the respondents are using the airtel network less than a year, 16.8% respondents are using airtel network 1-2 years, 33.6% respondents are using airtel network 2-4 years, 35.4% respondents are using airtel network 4 years and above

2. Which feature is convinced you to use airtel?

Table:1.2

	Observed N	Expected N	Residual
Schemes	13	27.8	-14.8
Goodwill	49	27.8	21.2
Connectivity	39	27.8	11.2
Advertisement	10	27.8	-17.8
Total	111		

	VAR00001
Chi-Square	40.027
Df	3
Asymp. Sig	.000

0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 27.8.

3. what types of sim do you recommend to other?

Table:1.3

Descriptives

	N	MEAN	std. Deviation	std. Error	95% confident interval for mean		minimum	maximum
					Lower Bound	Upper Bound		
Vodafone	12	1.5000	.67420	.19462	1.0716	1.9284	1.00	4
Airtel	50	2.2600	.75078	.10618	2.0466	2.4734	1.00	4
Jio	45	2.2889	.84267	.12562	2.0357	2.5421	1.00	4
BSNL	5	2.6000	.89443	.40000	1.4894	3.7106	2.00	4
Total	112	2.2054	.81802	.81802	2.0522	2.3585	1.00	4

Anova

	Sum of squares	Df	Mean square	F	Sig.
Between groups	7.212	3	2.404	3.872	.011
Within groups	67.064	108	.621		
Total	74.277	111			

4. For an airtel what does the customer prefer?

Table:1.4

Descriptives

	N	MEAN	std. Deviation	std. Error	95% confident interval for mean		minimum	maximum
					Lower Bound	Upper Bound		
Prepaid	22	2.05	.844	.180	1.67	2.42	1	4
Postpaid	51	2.41	.726	.102	2.21	2.62	1	4
Airtel money	33	2.48	.619	.108	2.27	2.70	1	4
Airtel dth	6	2.83	.753	.307	2.04	3.62	2	4
Total	112	2.38	.738	.070	2.25	2.52	1	4

Anova

	Sum of squares	Df	Mean square	F	Sig.
Between groups	4.108	3	1.369	2.623	.054
Within groups	56.383	108	.522		
Total	60.491	111			

FINDINGS:

- Majority (29.3%) of the respondents are using Airtel network between 2-4years.
- Majority (39%) of the respondents are using Airtel network for its Goodwill with the customers.
- Majority (30.9%) of the respondents are choosing Airtel network because It is different on New Schemes than other Networks.
- Majority of the Consumer Be haviour towards Airtel is based on the Post-Paid Factor.

SUGGESTIONS

- Possession of mobile phones is high among the graduate students. It is important for the manufacturers to manufacture user friendly mobile phones in order to reach the people of primary level of students also. They should give more attention to after sales services. □
- To match competitor’s schemes.
- There should be more customer care numbers so that the problems of the customer can be solved quickly.
- To enhance the service in areas with weak network.
- The plans by the Airtel should be towards the customer’s perception.
- Attract customers by giving more offers.

CONCLUSION

In an extensive survey conducted over past years, Airtel network users have voiced a range of challenges. Network coverage emerged as a concern, with a notable percentage of respondents citing poor coverage in specific areas. Call drops were a persistent issue for a significant number of participants, affecting the quality of their conversations. Data speeds also showed inconsistency, impacting internet usage experiences for many. Billing errors raised concerns among users who reported unexpected or incorrect charges on their bills. A substantial portion of respondents expressed dissatisfaction with customer service, often due to long wait times and unresponsiveness. Network outages were encountered by many, disrupting connectivity. Roaming problems and confusion regarding data plans were also reported. Network congestion during peak hours affected a notable percentage of users, leading to slower data speeds and call quality issues. Furthermore, some users faced issues with Airtel's additional services like DTH and broadband. These issues varied by location and individual experiences. Airtel continues to work on improving its services and addressing customer concerns, emphasizing the need for users to reach out to customer support for issue resolution.

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