

# Customers' Behaviour Towards Services of Online Recharge of Airtel In Chidambaram Town

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**Abstract-***The study has analysed the performance of online recharge system provided by Airtel network in Chidambaram town. The study used primary data for analysis. For this purpose the researcher selected 120 respondents from Chidambaram town, Cuddalore district of Tamilnadu under convenient sampling method. The study used simple percentage for data analysis. The study found that majority of the respondents had internet connection at their home, a considerable portion of respondents made payment through internet banking. The study found that the services provided by Airtel for online recharge such as providing user friendly website, low service charges, feasible denomination, providing frequent offers, providing attractive internet package and rate cutters and providing secured payment system.*

**Keywords-**pre-paid, recharge, communication and mobile.

## I. INTRODUCTION

Communication is very important for any human being. Communication system has been in practice since time immemorial. Among various modes of communication mobile phone attracted people than any other communication technology. A mobile phone is a telephone that can make and receive calls over a radio frequency carrier while the user is moving within a telephone service area. The radio frequency link establishes a connection to the switching systems of a mobile phone operator, which provides access to the public switched telephone network (PSTN). Most modern mobile telephone services use a cellular network architecture, and therefore mobile telephones are often also called cellular telephones or cell phones. In addition to telephony, modern mobile phones support a variety of other services, such as text messaging, MMS, email, Internet access, short-range wireless communications (infrared, Bluetooth), business applications, gaming, and photography. Mobile phones, which offer these and more general computing capabilities, are referred to as smart phones. India is currently the world's second-largest telecommunications market and has registered strong growth in the past decade and half. according to report prepared by GSM Association (GSMA) in collaboration with the Boston Consulting Group (BCG), the Indian mobile economy is growing rapidly and will contribute substantially to India's

gross domestic product (GDP). The liberal and reformist policies of the Government of India have been instrumental along with strong consumer demand in the rapid growth in the Indian telecom sector. The government has enabled easy market access to telecom equipment and a fair and proactive regulatory framework that has ensured availability of telecom services to consumer at affordable prices. The deregulation of foreign direct investment (FDI) norms has made the sector one of the fastest growing and a top five-employment opportunity generator in the country.

## II. STATEMENT OF THE PROBLEM

Communication is playing vital role in every human's life. Communication has its own revolution time to time. Now mobile phone communication is used by most of the people in India. Many service providers are providing this service to people. There is more competition in this industry. Now mobile number portability facility leads the customers to continue the same number with the option of change of service provider, this facility increased the competition level among the companies. Pre-paid services provided by mobile phone service providers is very popular and attracted many people. Airtel is one of the big service provider in India. Generally recharge for prepaid service is made through coupons, ECs and online recharge. Online recharge is becoming popular now a day. Hence the researcher has studied the customers' behavior towards services towards online recharge system for Airtel network in Chidambaram town.

## III. OBJECTIVE

The study has made with the following objectives.

- [1] To study demographical and economic background of the respondents and
- [2] To analyse customers' behavior towards online recharge services provided by Airtel network in Chidambaram town

## III. METHODOLOGY

The study used primary data for analysis. for this purpose the researcher selected 120 respondents from

Chidambaram town, Cuddalore district of Tamilnadu under convenient sampling method. The study used simple percentage for data analysis.

#### IV. RESULTS AND DISCUSSION

This part of the paper provides the results and discussion. Table 1 gives the results of demographical and economic background of the respondents.

Table 1: Demographical Background

	Number of Respondents	Percentage
<b>Gender</b>		
Male	78	65.00
Female	42	35.00
Total	120	100.0
<b>Age</b>		
Below 20 years	18	15.00
21 to 30 years	54	45.00
31 to 40 years	32	26.67
Above 40 years	16	13.33
Total	120	100.0
<b>Education</b>		
Upto School Level	15	12.50
UG and PG Level	78	65.00
Professional Education & Others	27	22.50
Total	120	100.0
<b>Monthly Family Income</b>		
Upto Rs.10,000	25	20.83
Rs.10,001 to Rs.20,000	35	29.17
Rs.20,001 to Rs.30,000	21	17.50
Above Rs.30,000	39	32.50
Total	120	100.0

Source: Computed from Primary Data

It was found from table 1 that 65 per cent of the respondents were male and 35 respondents were female. Age wise classification of the respondents showed that 45 per cent of the respondents came under the age group of 21 to 30 years, 26.67 per cent of the respondents belonged to the age group of 31 to 40 years, 15 per cent of the respondents were below 20 years and 13.33 per cent of the respondents were above 40 years, a considerable portion of respondents belonged to the age group of 21 to 30 years. It was also observed that 65 per cent of the respondents had an educational qualification of under graduate or post graduate level of education, 22.50 per cent of the respondents completed professional education and 12.50 per cent of the respondents completed upto school level

of education. It was observed that majority of the respondents had UG or PG degree.

Monthly family income wise classification of the respondents showed that 32.50 per cent of the respondents had an monthly income of more than Rs.30,000, 29.17 per cent of the respondents had an income between Rs.10,001 and Rs.20,000 p.m., 20.83 per cent of the respondents had an monthly income of below Rs.10,000 and 17.50 per cent of the respondents had an income of Rs.20,001 to Rs.30,000 per month.

Table 2 shows the results of behavior of respondents towards online recharge of Airtel network.

Table 2: Behavior of the Respondents towards Online Recharge

	Number of Respondents	Percentage
<b>Internet connection</b>		
Having internet connection	97	80.83
Not having internet connection	23	19.17
Total	120	100.0
<b>Frequency of Recharge per month</b>		
One time	46	38.33
Two times	21	17.50
Three times	39	32.50
More than three times	14	11.67
Total	120	100.0
<b>Way of making payment</b>		
Through internet banking	57	47.50
Through debit card	26	21.67
Through credit card	37	30.83
Total	120	100.0

Source: Computed from Primary Data

Table 2 shows that 80.33 per cent of the respondents had internet connection at their own and 19.17 per cent of the respondents did not have internet connection and they made online recharge in browsing centers and other sources. It was also observed that 38.33 per cent of the respondents made online recharge only one time per month, 32.5 per cent of the respondents made online recharge thrice a month, 17.5 per cent of the respondents made online recharge two times per month and 11.67 per cent of the respondents made online recharge more than three times per month. The results of table 2 shows that 47.50 per cent of the respondents told that they made payment through internet banking, 30.83 per cent of the respondents made payments through credit card and 21.67 per cent of the respondents made payment through debit card.

Table 3 gives the results of opinion of the respondents towards online recharge services provided by Airtel network in Chidambaram town.

Table 3: Opinion towards Services of Airtel towards Online Recharge

Sl. No	Statements	SA	A	NAN D	DA	SDA
1	The Airtel website is user friendly	35 (29.17)	71 (59.17)	6 (5.00)	2 (1.67)	6 (5.00)
2	Service charges are low	6 (5.00)	54 (45.00)	30 (25.00)	22 (18.33)	8 (6.67)
3	Feasible denominations are available	23 (19.17)	41 (34.17)	48 (40.00)	5 (4.17)	3 (2.50)
4	Frequent offers are given for online recharge	21 (17.50)	46 (38.33)	21 (17.50)	25 (20.83)	7 (5.83)
5	Attractive internet packages are available	15 (12.50)	69 (57.50)	3 (2.50)	23 (19.17)	10 (8.33)
6	Attractive rate cutters are available	14 (11.67)	51 (42.50)	19 (15.83)	21 (17.50)	15 (12.50)
7	Payment system is secured	13 (10.83)	62 (51.67)	35 (29.17)	6 (5.00)	4 (3.33)
8	In case of problems, customer care is highly useful to rectify it	35 (29.17)	27 (22.50)	21 (17.50)	20 (16.67)	17 (14.17)

Source: Computed from Primary Data

The opinion of the respondents who made recharge through online are showing that 88.34 per cent of the respondents either agreed or strongly agreed the statement that Airtel website is user friendly, of which 59.17 per cent told agreed the statement and 29.17 per cent of the respondents strongly agreed it. Half of the respondents either agreed or

strongly agreed the statement that service charges charged by Airtel for online recharges is low, of which 45 per cent agreed it and 5 per cent strongly agreed it, 25 per cent of the respondents neither agreed nor disagreed the statement and 25 per cent of the respondents either disagreed or strongly disagreed the statement. It was observed that 53.34 per cent of the respondents either agreed or strongly agreed that feasible denominations are available in online recharge for Airtel network, 40 per cent of the respondents neither agreed nor disagreed the statement and only 6.67 per cent of the respondents either disagreed or strongly disagreed the statement. 55.88 per cent of the respondents either agreed or strongly agreed the statement that frequent offers are given for online recharge, 26.66 per cent of the respondents either disagreed or strongly disagreed the statement and 17.50 per cent of the respondents stood neutral for the statement. Majority of the respondents (70 per cent) either agreed or strongly agreed the statement that attractive internet packages are available, 27.50 per cent of the respondents either disagreed or strongly disagreed the statement and only 2.50 per cent of the respondents stood neutral for the statement. Majority of the respondents (54.17 per cent) either agreed or strongly agreed that Airtel offers attractive rate cutters, 30 per cent of the respondents either disagreed or strongly disagreed the statement and 15.83 per cent of the respondents stood neutral. Majority of the respondents (62.50 per cent) either agreed or strongly agreed that payments made by the respondents are secured, 29.17 per cent of the respondents neither agreed nor disagreed the statement and 8.33 per cent of the respondents either disagreed or strongly disagreed the statement. It was noticed that majority of the respondents (51.67 per cent) either agreed or strongly agreed the statement that in case of problems, customer care is highly useful to rectify it, 17.50 per cent of the respondents stood neutral for the statement and 30.84 per cent of the respondents either disagreed or strongly disagreed the statement.

## V. CONCLUSION

The study has analysed the performance of online recharge system provided by Airtel network in Chidambaram town. The study was undertaken with the sample respondents of 120 in Chidambaram area. The study found that majority of the respondents had internet connection at their home, a considerable portion of respondents made payment through internet banking. The study found that the services provided by Airtel for online recharge such as providing user friendly website, low service charges, feasible denomination, providing frequent offers, providing attractive internet package and rate cutters and providing secured payment system.

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