

ANALYZING THE IMPACT OF PERSONALIZED MARKETING STRATEGIES ON CUSTOMER SATISFACTION AT AIRTEL

¹ Dr. R. Hareesh, ² Javvaji Ajay

¹ Professor, ² MBA Student

Department of MBA

Sree Chaitanya College of Engineering, Karimnagar

ABSTRACT

Customer satisfaction is a crucial determinant of business success and sustainability, influencing customer loyalty, repeat business, and overall brand reputation. This study aims to explore the multifaceted nature of customer satisfaction, examining the key factors that contribute to positive customer experiences and identifying strategies for businesses to enhance satisfaction levels. By synthesizing existing literature and analyzing new data, the research provides insights into the importance of customer satisfaction, the methodologies for measuring it, and the best practices for improvement.

I. INTRODUCTION

Marketing is the art of creating, satisfying customers by meeting the needs of customers and by creating value satisfaction for them. As Peter Drucker says “the essence of marketing is that the entire business has to be seen from the point given of the customer”. However, customers face a vast array of product and brand choices prices, supplies and to understand the needs and preferences of the customers it becomes imperative for us to carry out research together information.

We believe that customers estimate which offer will deliver the most value to them and which will deliver and maximize value, within the bounds of research costs and limited knowledge, mobility, and income they form an expectation of value and act on it. Whether or not the offer lives up to the value expectation affects both purchase and repurchase probability.

The purpose of any Marketing research is to provide information at a specific time on customer, trade, competition and the future brands, so as to enable marketers to formulate successful

strategies in their quest for customers mind share and market share.

The research helps the marketers to find out the attributes and variable that influence the customers behaviour towards a given product offering and it shapes the attitudes of the customers favorably towards a specific product, thus by analyzing these undertones the researcher can find out the levels of customer satisfaction, and the results of the marketing research can help the marketers to analyse the weak spots in their marketing strategies and can reformulate their strategies so that they can satisfy their customers and maximize their brand loyalty and profitability.

Need of the Study

The study on customer satisfaction is essential to understand customers' perceptions, expectations, and experiences regarding a company's products and services. In today's competitive business environment, organizations must continuously assess customer satisfaction levels to identify strengths and areas requiring improvement. The study helps businesses understand customer needs, improve service quality, and develop strategies to enhance customer loyalty and retention.

Importance of the Study

1. Helps organizations understand customer expectations and preferences.
2. Identifies factors affecting customer satisfaction and dissatisfaction.
3. Assists in improving product and service quality.
4. Enhances customer loyalty and long-term relationships.
5. Supports effective decision-making and strategic planning.
6. Helps in reducing customer complaints and improving service delivery.

7. Increases customer retention and repeat purchases.
8. Strengthens the organization's competitive position in the market.
9. Provides valuable feedback for continuous improvement.
10. Contributes to business growth, profitability, and brand reputation.

SCOPE OF THE STUDY

The scope of the study on customer satisfaction focuses on evaluating customers' perceptions, expectations, and experiences regarding the products and services offered by an organization. The study aims to assess the level of satisfaction among customers and identify the factors that influence their satisfaction and loyalty.

The study covers various aspects such as product quality, service quality, pricing, customer support, responsiveness, and overall customer experience. It examines customer feedback to understand strengths and weaknesses in the organization's offerings and service delivery processes.

The scope also includes analyzing customer expectations, identifying areas for improvement, and suggesting measures to enhance customer satisfaction. The findings of the study can help management formulate effective strategies for improving customer relationships, increasing customer retention, and strengthening the organization's market position.

Furthermore, the study provides valuable insights into customer behavior and preferences, enabling organizations to make informed decisions and achieve long-term business growth through improved customer satisfaction and loyalty.

OBJECTIVES

1. To measure the overall level of customer satisfaction with the organization's products and services.
2. To identify the factors that influence customer satisfaction and purchasing behavior.
3. To evaluate the quality of products and services offered to customers.
4. To assess customer perceptions regarding pricing, value, and service delivery.

5. To analyze customer expectations and compare them with actual experiences.
6. To identify the major causes of customer dissatisfaction and complaints.
7. To examine the effectiveness of customer support and after-sales services.
8. To study the relationship between customer satisfaction and customer loyalty.
9. To gather customer feedback for continuous improvement of products and services.
10. To provide recommendations for enhancing customer satisfaction, retention, and long-term business performance.

II. RESEARCH METHODOLOGY

Research in common pursuance refers to a search for knowledge in a scientific and systematic way for pursuant information on a specified topic.

Once the objective is identified that next step is to collect the data which is relevance to the problem identified and analyze the collected data in order to find out the hidden reasons for the problem. There are two types of data namely.

1. Primary Data
2. Secondary Data

1. PRIMARY DATA

Primary data is to be collected by the concerned project researcher with relevance to his problem. So the primary data is original in nature and is collected first hand.

Collection of primary data

There are several methods of collecting primary data particularly in surveys and descriptive researches. Important ones are as follows:

1. Observation Method
2. Interview Method
3. Questionnaire
4. Schedules and
5. Other methods which include

Sampling:

A non-probability conclusive sampling method was used in the study for data collection.

Sample size:

The sample was taken from the universe on random sampling basis in Hyderabad. The sample size designed for this project is 100 keeping in mind the paucity of time and also the customer base of the organization in the research area.

Research Methodology

A structured questionnaire was prepared and presented to the respondents and related questions were asked. Questionnaires mainly contained close-ended questions and a few open ended questions, to identify the reasons for customers satisfaction & their dissatisfaction.

Secondary data

It is the data already existing, which has gone through some standard analysis. Under the secondary data, the company's annual reports, brochures, pamphlets, newspapers, journals and internet were taken into consideration.

LIMITATION OF THE STUDY

- 1) The present research is restricted to the twin cities of Hyderabad city only.
- 2) The sample size taken is only 100 and as such is very small as compared to the universe, this is due to the constraints of time and effort, and as such may not be enough to generalize to the entire population, however it is presumed that the sample represents the universe.
- 3) Respondents might have responded with the actual feelings of facts while giving responses to the questionnaire.
- 4) Time being a limiting factor was not sufficient to gather opinions from majority of the respondents, who form part of the universal sample.
- 5) While every care as been taken to eliminate perceptual bias from the side of the researcher and the respondents however certain element of bias might have set in to the research inadvertently.
- 6) Since this study concentrated on customer satisfaction towards **Bharti Airtel** no attempt was made to study other activities of the organization. Such

as finance, human resource management etc.,

III. REVIEW OF LITERATURE

Customer Satisfaction

Definition of Customer Satisfaction

According to Philip Kotler, customer satisfaction is "a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance in relation to his or her expectations."

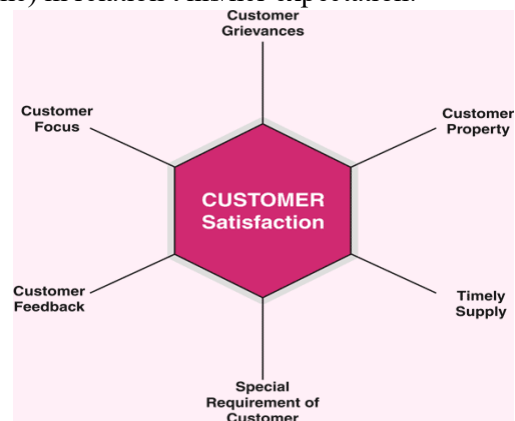
Brown (1992) defines customer satisfaction as:

The state in which customer needs, wants and expectations throughout the product or service's life are met or exceeded resulting in repeat purchase, loyalty and favorable worth-of mouth.

According to **Jones and Sasser** (1995), four basic elements affect customer satisfaction.

They are: The basic elements of the product or service, basic support services, a recovery process for counteracting bad experiences, and extraordinary service. There are many definitions of the key elements of the services, but this one is considered appropriate in the context of care or after sales services.

Satisfaction is a function of perceived performance and expectation. If the performance matches the expectations the customer is satisfied. If the performance exceeds the expectation the customer is highly satisfied and delighted. If the performance does not match the expectations the customer is dissatisfied. Satisfaction is a person's feelings of pleasure or disappointment resulting for comparing a products perceived performance (out-come) in relation t his/her expectation.

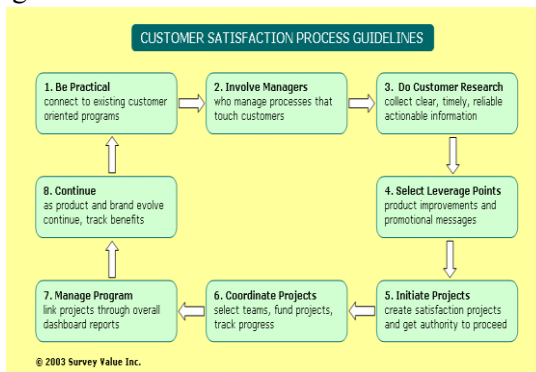


Measuring customer satisfaction

Measuring customer satisfaction is the process of evaluating how well a company's products, services, and overall customer experience meet or exceed customer expectations. It helps organizations understand customer perceptions, identify areas for improvement, and develop strategies to enhance customer loyalty and retention.

Customer satisfaction can be measured through various methods such as customer surveys, feedback forms, interviews, focus groups, online reviews, and complaint analysis. Organizations often use standardized metrics such as the Customer Satisfaction Score (CSAT), Net Promoter Score (NPS), and Customer Effort Score (CES) to assess satisfaction levels accurately.

Regular measurement of customer satisfaction provides valuable insights into customer needs and preferences. It helps businesses identify strengths and weaknesses in their offerings, improve service quality, reduce customer dissatisfaction, and build stronger customer relationships. Effective measurement of customer satisfaction ultimately contributes to increased customer loyalty, higher retention rates, improved brand reputation, and long-term business success.



Improving Customer Satisfaction

Improving customer satisfaction is a continuous process that involves understanding customer needs, meeting their expectations, and delivering high-quality products and services. Organizations that focus on customer satisfaction can build strong relationships, increase customer loyalty, and achieve long-term success.

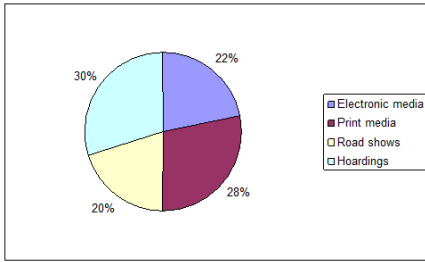
One of the most effective ways to improve customer satisfaction is by providing high-quality products and services that consistently meet customer expectations. Businesses should regularly monitor product performance and service standards to ensure reliability and value. Offering prompt and efficient customer support is also essential, as customers expect quick responses and effective solutions to their problems and concerns. Gathering customer feedback through surveys, reviews, and complaint management systems helps organizations identify areas for improvement. Companies should actively listen to customer suggestions and take corrective actions to address dissatisfaction. Personalizing products, services, and communication according to customer preferences can further enhance the customer experience and strengthen customer relationships. Timely delivery, transparent communication, fair pricing, and effective after-sales service also contribute significantly to customer satisfaction. Employees should be trained to interact professionally and courteously with customers, ensuring a positive experience at every touchpoint. By continuously evaluating customer expectations and implementing improvement strategies, organizations can enhance customer satisfaction, increase customer retention, generate positive word-of-mouth, and strengthen their competitive position in the marketplace. Customer satisfaction improvement is therefore a key factor in achieving sustainable business growth and long-term profitability.

IV. DATA ANALYSIS & INTERPRETATION

1) How did you come to know about AIRTEL products?

	No. of respondents	Percentage
Electronic media	22	22%
Print media	28	28%
Road shows	20	20%
Hoardings	30	30%
Total	100	100%

Knowing about the product:



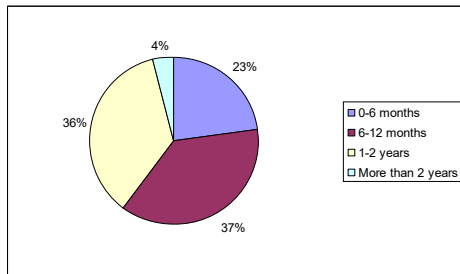
Interpretation:

30% of the respondents came to know about AIRTEL products from hoardings while 28% of the respondents came to know from print media and electronic media was assumed by 22% of the respondents. A small significant 20% of the respondents replied that road shows have helped them in understanding AIRTEL products.

2) Since how many months have you been using this service?

	No. of respondents	Percentage
0-6 months	23	23%
6-12 months	37	37%
1-2 years	36	36%
More than 2 years	04	04%
Total	100	100%

Using of the service (in months):



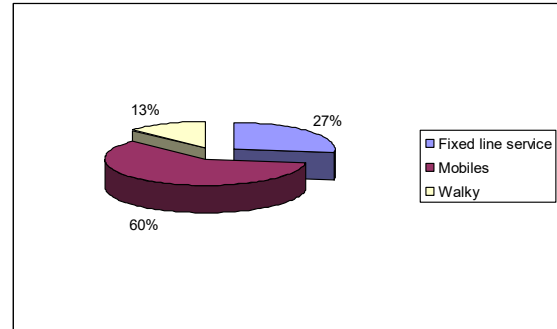
Interpretation:

From the above table it is seen that 37% of the respondents have been using AIRTEL products for past one year. While 36% have been using it for more than 1 year, and a significant 23% of respondents have been using the service for less than six months. Only 4% of the respondents have been using AIRTEL products for more than 2 – years.

3) Which Kind of service are you using? Please mention?

Type of service	No. of respondents	Percentage
Fixed line service	27	27%
Mobiles	60	60%
Walky	13	13%
Total	100	100%

Kind of service:



Interpretation

From the above table it can be seen that 60% of them are using mobile services, while 27% are using fixed line services, and the remaining 3% are using walky services.

V. FINDINGS

1. The coverage is limited to only urban areas hence effort should be made to increase the coverage in semi urban and rural areas as it increases the number of subscribers

2. AIRTEL should create awareness amongst its customers regarding various services that are being offered by it by increasing its sales promotion reach.

3. Special promotional schemes to be launched especially to target youth segment who take up the new product by having special packages

4. AIRTEL try to focus on the after sales customer support as this is perceived to be a weak spot, by the consumes and should have responsive call centers to address the needs of its customers.

VI. SUGGESTIONS

➤ AIRTEL should increase the coverage of it cellular services by installing more towers at strategic points. So that the signal strength increases in indoors.

- The quality of the cellular service needs to be improved in terms of clarity and connectivity.
- AIRTEL should vigorously promote its fixed line services as compared with the competition and should concentrate on individual customers and non-commercial customers.
- AIRTEL should aggressively promote its offerings in various media and should concentrate on hoardings and road shows and electronic media.
- Attractive schemes for owning the cellular instruments should be launched to attract more customers.
- Online billing should be introduced and regular bill updates to be provided through SMS for the convenience of the customers.

VII. CONCLUSIONS

- The respondents are subscribers of AIRTEL, and they came know about the service from hoardings, print media, primarily and through electronic media and road shows secondarily.
- The respondents are using AIRTEL since 1 year and below 1 year in most of the cases.
- The mobile service provided by AIRTEL is used by majority of the respondents and the reason for choosing it is the quality of the service, followed by brand image.
- Customer satisfaction of the respondents towards AIRTEL is high; however a significant number of the respondents are dissatisfied with its services.
- In purchasing AIRTEL products family appear to be the prime motivators of the respondents in making their purchase decisions, due to the special offers being targeted by the company at this segment.

- The respondents are satisfied with activation monthly billing CLIP and other services being provided by AIRTEL.
- The respondents are paying their bills at the company show rooms, and these are also acting as customer care centers for all queries and needs of the consumers.
- The respondents are desirous of having online bill payment service for convenience as its saves their time, money and effort.
- The fixed line service is also well received by the respondents and they are satisfied with quality and price, moreover it is largely used by people who are offering public cell office facilities.
- The instruments being providing with fixed line service are being well received by the respondents.

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