A COMPARATIVE STUDY ON CUSTOMER SATISFACTION TOWARDS AIRTEL & VODAFONE WITH REFERENCE TO AVADI, CHENNAI

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ABSTRACT:
Customer satisfaction is the degree of satisfaction provided by the goods or services of a company as measured by the number of repeat customers. The main objective of the study is to compare the services rendered by Airtel and Vodafone. Descriptive research is followed in this research. The population includes the respondents who are the users of both Airtel and Vodafone services, located at Avadi. The samples (i.e. sample size 50) were selected among the users of both Airtel and Vodafone, located at Avadi for this research. The major findings of the study, satisfaction level of customers are average with respect to tariff, service coverage, data plan, compatibility and other factors ranging from 3.00 to 3.65. From the research, it is concluded that the demographic variables such as age group, gender and occupation are having no impact on the factors of customers’ satisfaction. The research outcome also indicates that, most of the customers were satisfied towards Airtel and Vodafone with respect to the chosen factors.

KEYWORDS: Airtel, Comparative study, Customer satisfaction, Mobile connection, Vodafone.

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