



**A COMPARATIVE STUDY ON SUBSCRIBERS ATTITUDE AND PERCEPTION
TOWARDS BSNL (PUBLIC) AND AIRTEL (PRIVATE) SERVICES**

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ABSTRACT

In the today's competitive world communication plays a very important role. Communications have become an integral part of the growth, success and efficiency of any business depends upon the consumer. The communication technology, it gives a power to efficient, power to communicate anytime, anywhere. Due to advancement in technology, now communication becomes easy and faster. 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. In this study, gives an special emphasis has been laid over the comparative analysis of telecom companies AIRTEL and BSNL by using primary sources of data in Coimbatore city. For the completion of efficient research work, descriptive and exploratory research design has been used. The primary data were collected through questionnaire and analysis consumer perception towards BSNL and Airtel. The researcher has analysis the product purchase, reason for purchasing, amount spent for using the networks and their opinion about the product, quality, quantity, Topping, price, and their suggestion for improving BSNL and Airtel. The analysis table were prepared analysis and interpretation was made on the basis of percentage. Some of the questions was scored on five point Likert scale, and calculate the Chi-square, Garrett Ranking methods and percentage analysis were used for this research.

Keywords: communication, services, industry, research work, consumer.