Abstract

The project entitled A study on customer satisfaction towards usage of 4G Airtel Mobile Service with special reference to Coimbatore district" is carried out with an objective to determine the customers’ satisfaction. The primary objective of this study is to find out the customer satisfaction towards Bharti Airtel with special reference to Coimbatore. For distribution of questionnaire to the consumer convenience sampling method was used to select the customer and the survey was taken among those selected users. After collecting the data from the respondents it was analyzing using simple percentage method and Rank analysis.