

A STUDY ON CUSTOMER SATISFACTION OF BSNL LANDLINE WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

The study entitled "A STUDY ON CUSTOMER SATISFACTION OF BSNL LANDLINE WITH SPECIAL REFERENCE TO COIMBATORE CITY" is an attempt to know the customer satisfaction of BSNL landline in Coimbatore city. Every Business targets its target customer and their optimal goal would be the satisfaction of their ultimate customer. In this competitive world of Business everything starts and ends with needs of the customer. The study contains questions regarding the various aspects and reasons for choosing BSNL, the customer's awareness about new schemes/offers, and the factors influencing disconnection of BSNL landline. Customer satisfaction is considered to be the most important factor as it involves the retention of the customer and creates brand loyalty and also it forms a base for attracting prospective customers. The study reveals that BSNL needs to focus on frequent line failure, supplementary sounds or line disturbances, poor response to complaints and temporary solutions to the maintenances problems and take measures for rectification.

Keywords: Customer Satisfaction, Coimbatore, BSNL Landline, Telecom Industry, Offers and Schemes, Competition.

I. INTRODUCTION

World telecom industry is an uprising industry, over the past few years' information and communications technology has changed in a dramatic manner and as a result of that world telecom industry is going to be a booming industry. Substantial economic growth and mounting population enables the rapid growth of this industry. In 2015 the global telecom industry continues to grow from strength to strength. While the operators may struggle to grow significant revenues; the underlying trends of mobile broadband; M2M; Cloud computing; OTT services and big data management continue to propel the broader telecom sector ahead. Fixed broadband is also making headway with the majority of countries now having a national broadband network plan or policy in place. Mobile penetration continues to vary widely throughout the world. In Europe, nearly 80% of the population was unique mobile subscribers at the end of 2014, while in Sub-Saharan Africa the figure was only 39%. But the developing regions are where we will see most growth in the years to 2020. Mobile broadband access using the 3G and now the 4G/LTE networks has continued to expand as users continue to add tablets, modems and phones to use alternative communication methods and cloud based services. In the longer term, with the increase in connected devices and the increased availability of mobile devices such as tablets and smartphones, the amount of mobile data downloaded is likely to at least double yearly for the next few years.

Today India stands as the second-largest telecommunication market in the world. The mobile phone industry in India would contribute US\$ 400 billion in terms of gross domestic product (GDP) of the country in 2014. This sector which is growing exponentially is expected to generate about 4.1 million additional jobs by 2020, as per Group Special Mobile Association (GSMA). In the period April 2000 to January 2014, the telecom industry has got in foreign direct investments (FDI) of about US\$ 59,796 million, which is an increase of 6 percent to the total FDI inflows in terms of US\$, as per report published by Department of Industrial Policy and Promotion (DIPP). India's global system for mobile (GSM) operators had 4.14 million rural subscribers as of January 2014, bringing the total to 285.35 million. The increasing popularity of bring-your-own-device (BYOD) in the workplace is further adding momentum to the smartphones market. This great leap in both numbers of consumers as well as revenues from telecom services has not only provided sufficient contribution in Indian GDP growth but also provided much needed employment to India youth.

The landline segment was the major telecom business in Tamil Nadu till private sector telecom service providers started mobile telecommunication services in the year 1996. The focus of public sector telecom service provider – the BSNL (Bharat Sanchar Nigam Limited) was in landline telecom services till their entry in mobile telecom market of Tamil Nadu in the year 2002. The public sector telecom companies were forced to practice modern concepts of marketing management, which were totally alien to them in the monopoly era. The importance has been shifted from service provider to customer. The customers became more educated and more demanding. The customers are impatient for getting the services to their individual needs and expect them to be offered at lower prices. Subsequently the telecom market of Tamil Nadu became highly competitive with the entry of various domestic and foreign telecom service providers. The

fast growing second generation mobile telephony substituted landlines. The landline industry started declining in Tamil Nadu from the year 2006 onwards. This in turn adversely affects BSNL, since it occupies the major stake of landline segment. Even in the decline stage, private sector providers could be able to sustain their landline line connections. The BSNL started 3G mobile telecom services in Tamil Nadu by the year 2009. After a gap of one and a half years private telecom service providers Tata Docomo, Airtel, Vodafone and Idea started 3G mobile services in Tamil Nadu. The market developments show that, even though BSNL was the only one 3G telecom service provider in Tamil Nadu during the one and half year's period, it could not capitalize the first mover advantage.

II. LITERATURE REVIEW

M.Gurusamy, A.Velsamy and Dr.N.Rajasekar (2012) in their study examines the customer satisfaction level towards BSNL landline services; the influence of demographic variables of the respondents; usage level of various BSNL schemes; the operational performance; the major purpose of descriptive research is description of state of affairs, as it exists at present. Simple random sampling method is used to collect data. The size of the sample is 200. The respondents of the study are part of population of Salem city. Both primary and secondary data is used. The data has been mainly analyzed by using the Weighted Average Method, Ranking Method and Chi – Square Test. most of the respondents are not much satisfied with the features of the phone provided by BSNL when compare to other private landline providers, significant weight age should be given by the BSNL. Most of the respondents are not aware of various schemes. It is identified that the service provided by BSNL is at satisfactory level to the respondent's. But most of the respondents are not satisfied with the features of the phone. BSNL should focus on the promotional measures as equal to the private service providers to enhance their service activity to satisfy their customers.

D. Srinivasa Prasad and S.Gangadhara Rama Rao (2012) in their study attempts to analyze the BSNL consumer problems and their perceptions about services of the company. The study is based on both Primary and Secondary data. A sample of 450 customers was selected using quota sampling. The study pertains to the selected six districts from Andhra. A structure questionnaire was designed and conducted the survey of the customers of BSNL, to obtain the result. In majority of the cases consumers are adverse about the services offered by the BSNL.

Dr Sreeekumar D Menon (2014) in his study examines the various aspects of customer behaviour especially satisfaction, causes, reason, its impacts in telecom sector with suggestions. Data for the study collected by the structured questionnaire in the houses of seventh and fifteenth ward of Pampady grama panchayath of Kottayam district in Kerala. The size of the sample is 100. The research concludes that it is a must for the firm to improve its services to maintain its current customers and also give intensive training for the staff in service department.

III. STATEMENT OF THE PROBLEM

Customer satisfaction is considered to be the most important factor as it involves the retention of the customer and creates brand loyalty and also it forms a base for attracting prospective customers. Typical elements that constitute customer satisfaction are; value added service, difficulties in tariffs customer care and timely response to customer complaints. And the Indian telecommunication services sector has undergone revolutionary changes during the past two decades. The decline of landline services and amazing growth of mobile telecom services were the noted changes.

Objective

- To study the customer's satisfaction in using BSNL landline
- To understand the customer's awareness about new schemes/ offers
- To analyze the factors influencing disconnection of BSNL landline

IV. METHODOLOGY

Research Design

This study aims to identify customer satisfaction of BSNL in Coimbatore among the consumers for its purpose data were collected by survey methods through questionnaire. This questionnaire contains the questions regarding the various aspects and reasons for choosing BSNL.

Data Source

The study is based on both primary and secondary data. The primary data is collected using descriptive structured questionnaire.

Area of Study

The study was undertaken in Coimbatore city.

Sample Size

Totally 100 questionnaires have been distributed and the data have been collected. Respondents were selected at random for the purpose of the study.

Framework of Analysis

The collected data have been analyzed by making use of;

- Simple Percentage Analysis
- Weighted Average Analysis
- Chi-square Analysis

V. LIMITATION

It attempt to make the work authentic and reliable, every possible aspect of the topic were kept in mind. Nevertheless, despite of the fact, constraints were at play during the formulation of this work.

The main limitation is as follows:-

- The study is restricted to Coimbatore city.
- Due to time constraint only 100 respondents were considered for the study. Such small quantity of the respondents cannot represent the satisfaction of the customers as a whole.

Table 1: Demographic Profile

Variables	Particulars	Frequency	Percentage
Gender	Male	45	45
	Female	55	55
Age Group	20-40	50	50
	40-60	47	47
	Above 60	3	3
Educational Qualification	Up to Secondary education	12	12
	Under Graduation	40	40
	Post Graduation	34	34
	Professional	14	14
Occupation	Employee	28	28
	Business	22	22
	Profession	13	13
	Agriculture	3	3
	Homemaker	8	8
	Others	26	26
Annual Income	Below 100000	16	16
	100000-200000	28	28
	200000-300000	26	26
	Above 300000	30	30
Duration of usage	0 - 2 years	22	22
	3 - 5 years	30	30
	6 - 8 years	16	16
	Above 8	32	32
Type of Landline connection	Prepaid	15	15
	Postpaid	85	85
Source of Awareness of offers	Advertisements	58	58
	Friends	20	20
	Relatives	8	8
	BSNL employees	12	12
	Others	2	2

(Source: Data collected and computed through Questionnaire)

From the above table it is inferred that;

- Majority of the investors are Female,
- Majority are in the age group 20-40,
- 40 percent of the respondents are Graduates,

- Majority of the respondents are Employees,
- Most of the respondents have a monthly income of above Rs. 300000,
- Majority of the respondents are using BSNL Landline for more than 8 years,
- 85 percent of the respondents are having Postpaid landline connection,
- Most of the respondents are getting awareness of offers through Advertisements,

WEIGHTED AVERAGE

An average in which each quantity to be averaged is assigned a weight. These weightings determine the relative importance of each quantity on the average. Weightings are equivalent of having that many like items with the same value involved in the average.

Table 2: Factors influenced to choose BSNL

Category	1	2	3	4	5	6	Total	Mean	Rank
	(6)	(5)	(4)	(3)	(2)	(1)			
Low deposit amount	31	24	13	12	15	5	100	4.29	1
	(186)	(120)	(52)	(36)	(30)	(5)	(429)		
Free calls	13	30	22	11	8	16	100	3.81	3
	(78)	(150)	(88)	(33)	(16)	(16)	(381)		
Low monthly Rent	20	14	37	20	6	3	100	4.13	2
	(120)	(70)	(148)	(60)	(12)	(3)	(413)		
Easy connection	20	9	16	35	14	6	100	3.68	4
	(120)	(45)	(64)	(105)	(28)	(6)	368		
Voice clarity	13	11	5	15	37	19	100	2.91	5
	(78)	(55)	(20)	(45)	(74)	(19)	(291)		
Service	3	12	7	7	20	51	100	2.18	6
	(18)	(60)	(28)	(21)	(40)	(51)	(218)		

(Source: Primary Data)

The above weighted average analysis states that respondents have preferred the most on the low deposit amount (4.29) followed by low monthly rent (4.13), free calls (3.81), easy connection (3.68), voice clarity (2.91) and service(2.18).

CHI-SQUARE ANALYSIS

A chi-squared test is a statistical hypothesis test in which the sampling distribution of the test statistic is a chi-square distribution when the null hypothesis is true. The **chi-square test** is used for independence to determine whether there is a significant relationship between two **categorical** variables. Using sample data, the degrees of freedom is found, expected frequencies, test statistic, and the P-value associated with the test statistic.

Null Hypothesis:

There is no significant relationship between demographic factors and problems faced by the respondents.

Table 3: Demographic factors and problems faced by respondents

Demographic factors	Chi-square value	P value	Level of significance	Result
Age	22.112	.015	0.05	S
Gender	8.654	.124	0.05	NS
Educational Qualification	8.323	.910	0.05	NS
Occupation	23.548	.546	0.05	NS
Annual Income	11.327	.729	0.05	NS

*NS - Not significant *S - significant

The above table shows that the p value is greater than 0.05 in four cases and the null hypothesis is accepted. It is concluded that there is no significant relationship between demographic factors and problems faced by the respondents.

VI. SUGGESTIONS

- BSNL has to allow their customers to easily switch over between the tariff plans.
- BSNL has to utilize the possibility of advertisements in their marketing communication.
- BSNL has to create general awareness about the facilities of broadband.
- BSNL want to increase the quality of BSNL services by providing the customers with some value added services (Plans and schemes).
- BSNL has to reduce the monthly rentals of landline.

VII. CONCLUSION

BSNL needs to focus on frequent line failure, supplementary sounds or line disturbances, poor response to complaints and temporary solutions to the maintenances problems and take measures for rectification. The opinion of the respondents with respect to call rates, billing system, functioning of instrument and voice clarity is quite encouraging to the company. Customer meets are important for the company to get direct feedback from the customers and also to clarify them on various issues, technical as well as managerial. The company should make efforts to involve as many customers as possible in the process. The findings of the study establish the fact that the customers are not communicated effectively about the details of customer meets and also efforts are not directed to persuade the customers to participate in such meets. It is suggested, that the company should communicate through telephone as well as other media and persuade customers to participate actively in the meets. The company should organize the meets in such a way that the participants shall involve in the process, issues are discussed objectively and follow up is taken care of by the company effectively.

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