A STUDY ON CUSTOMER SATISFACTION TOWARDS BROADBAND FACILITIES PROVIDED BY BSNL WITH SPECIAL REFERENCE TO PALAKKAD TOWN

Dr.M.Vanishree, Assistant Professor of International Business, Department of commerce, Chikkanna Government Arts College, Tiruppur

Keerthy.K, M.Phil Scholar, Sree Narayana Guru College, K.G.Chavadi, Coimbatore

ABSTRACT:

Broadband is defined as a fast connection to the internet that is always on. It allows the user to send e-mails, download images and music, watch videos, etc. This study analyze the factors that influence the customers to go for BSNL broadband, customers opinion on BSNL broadband and also study the problems faced by BSNL subscribers. The results show that the brand name and low charges are the main factors which influence the customers to subscribe BSNL broadband. But the company should improve the quality of service, the internet access speed, the download limit and also the broadband speed.

Introduction

In this modern world all are using internet for various purposes. Broadband refers to high-speed internet access and fast connection to the internet that is always on. The broadband refers to the wide bandwidth characteristics of a transmission medium and the medium can be optical fiber, coax, or wireless. Internet allows a user to download images, music, films, send e-mails, watch videos, join web conference etc.

BSNL (Bharath Sanchar Nigam Limited) founded in 15th September 2000 with effect from 1st October 2000. The type of company is state owned enterprise and the industry is telecommunications. The headquarters is at New Delhi, India. BSNL launch 3G services in India (284 cities) as on 30th November 2009. The products of BSNL are fixed line and mobile telephony, internet services, digital television and IPTV. The company received National Energy Conservation Award in 2008-2009 for the second time. The brand name of internet services of the BSNL is Sancharnet. The company provides internet services through Wi-Fi, Direct Internet Access (DIS), broadband, ISDN and PSTN dialup services. Landline, Internet and broadband services, cellular (GSM and CDMA), VAS, VSAT, audio, MPLs, VPN, VoIP, managed service network and video and web conferencing are the services provided by BSNL.

Scope of the study

This study may help to understand the satisfaction level of customers towards BSNL broadband. The aim of the research is to find out the factors which influencing the customers to go for BSNL broadband. To findout whether the customers are satisfied with the services provided by the BSNL broadband. This study may also help to know what type of application is mostly used by consumers in home or business.

Objectives of the study

The main objective of the study is to findout the customer satisfaction towards BSNL broadband facilities in Palakkad town. Also to analyze the factors that influence the customers to go for BSNL broadband,

International Conference on "Research avenues in Social Science" Organize by SNGC, Coimbatore

analyze the problems faced by BSNL subscribers and to know the customers opinion on BSNL broadband connection.

Limitation of the study

This study is conducted with the help of questionnaire. So it has all the limitations of questionnaire method. The size of the sample comparing to the population is less and hence it willn't represent the whole population. There is a chance of hiding the real information by customers.

Research methodology

Research methodology is a way of generating dependable data being derived by a process that are conducted personally. This can be used reliably for managerial decision making. Its helps in generating a frame work for the study. The type of research used for the study is descriptive research. In this research both primary data and secondary data were used. The sample size was 150 and the sampling technique used in this research is convenient sampling. The tools used for the study is Chi-square test and Analysis of variance.

Review of literature

Dr.R.C.Upadhyaya, Vashundhra Sharma-(2012) in their study "Customer Satisfaction with Network Performance of BSNL and AIRTEL Operating in Gwalior Division (M.P.)" has revealed that comparing with AIRTEL BSNL is having weak network performance. The major finding found out from the study is for the past 5 years in Gwalior division BSNL Company has slowly deteriorated its position.

Patikar Gautam-(2013) in his study "Service Quality Analysis of Mobile Communication: A Comparative Study Between BSNL and Private Service Providers" has revealed that majority of the respondents prefer private services and the overall satisfaction is more with private services as compared to BSNL.

V.Varatharaj, S. Vasantha and R.Varadharajan in their study "An empirical view on customer perception and satisfaction towards BSNL broadband connections in Chennai city" has stated that BSNL provides low rates for the broadband services compared to all other services in Tamilnadu and it is affordable for middle class people also.

Renganadhan in his study (2012) "Study on customer attitude and expectations towards various broadband service providers with reference to BSNL" has revealed that BSNL should concentrate its customer care services, time taken for installation and resolving the customer problems, avoiding connection failure and to simplify the procedure for customer access to the customer care services.

Dr. R. Sivanesan (2013) in his study " A comparative study on subscribers attitude and perception of BSNL and Airtel stated that BSNL subscribers are highly satisfied with the call charges, internet call and WLAN services and lot of BSNL subscribers are facing poor call centre response. Airtel subscribers are satisfied with the call centre service, WEB and SMS service and they are dissatisfied with the WLAN service and facing delay in SIM activation.

Analysis and Interpretations

Analysis is a method of evaluating the collected data, and as a tool to interpret the data in a significant manner. It leads to draw the inference of the data collected. Interpretation refers to the task of drawing from the collected facts after an analytical of experimented study.

The table describes the demographic characteristics of the respondents selected for the study.

Table No: 1

Demographic characteristics of the respondents

International Conference on "Research avenues in Social Science" Organize by SNGC, Coimbatore

Demographic characters		No. of respondents	Percentage
Gender	Male	88	58.7
	Female	62	41.3
Age	20-25	68	45.3
	25-30	49	32.7
	30-35	33	22.0
Educational qualification	SSLC	17	11.3
	Graduate	60	40.0
	Post graduate	61	40.7
	professionals	12	8.0
Occupation	Agriculture	3	2.0
	Student	46	30.7
	Business	24	16.0
	Employee	77	51.3
Family monthly income	5000-10000	10	6.7
	10000-20000	45	30.0
	20000-30000	63	42.0
	Above 30000	32	21.3
Marital status	Married	85	56.7
	Unmarried	65	43.3

Source: Primary data

It is to be concluded that among the total respondents selected for the study, majority 88(58.70%) of the respondents were males, majority 68(45.5%) of the respondents were in the age group of 20-25, majority 61(40.7%) of the respondents are post graduates and majority 77(51.3%) of the respondents are employees. With reference to family monthly income majority 63(42%) of the respondents are under the category of 20000-30000 and majority 85(56.7%) are married.

Personal factors and type of application used in home/business place.

Hypothesis: The personal factors have more significant influences on type of

application used in home/business place of BSNL broadband.

Table No: 2

Chi-square values, personal factors and type of application used in home/business place of BSNL broadband.

Personal factors	Chi-square values	P vales	Significant/not significant
Gender	16.487	0.006	S
Age	45.304	0.000	S
Educational qualification	22.148	0.104	NS
Occupation	101.716	0.000	S
Family monthly income	16.375	0.358	NS
Marital status	30.463	0.000	S

Note: S-Significant (P value≤0.05); NS-Not Significant (P value≥0.05)

International Conference on "Research avenues in Social Science" Organize by SNGC, Coimbatore

It is found from table that the hypothesis is rejected (significant) in four cases and in other cases hypothesis is accepted (not significant).

It is concluded that gender, age, occupation and marital status have significant influence on type of application used in home/business place of BSNL broadband.

Personal factors and reasons for selection of broadband provider.

Hypothesis: The personal factors have more significant influences on reasons for

selection of broadband provider.

Table No: 3

Chi-square values, Personal factors and reasons for selection of broadband provider of BSNL broadband.

Personal factors	Chi-square values	P values	Significant/not significant
Gender	3.016	0.555	NS
Age	7.170	0.518	NS
Educational qualification	6.103	0.911	NS
Occupation	8.891	0.918	NS
Family monthly income	15.315	0.225	NS
Marital status	6.714	0.152	NS

Note: S-Significant (P value≤0.05); NS-Not Significant (P value≥0.05)

It is found from table that the hypothesis is accepted (not significant) in all cases.

It is concluded that gender, age, educational qualification, occupation, family monthly income and marital status have not significant influence on reasons for selection of broadband provider.

Personal factors and internet access speed in BSNL broadband.

Hypothesis: The personal factors have more significant influences on internet access

speed in BSNL broadband.

Table No: 4

Chi-square values, Personal factors and internet access speed in BSNL broadband

Personal factors	Chi-square values	P vales	Significant/not significant
Gender	2.355	0.308	NS
Age	1.643	0.801	NS
Educational qualification	3.651	0.724	NS
Occupation	6.170	0.628	NS
Family monthly income	8.644	0.195	NS
Marital status	1.382	0.501	NS

Note: S-Significant (P value≤0.05); NS-Not Significant (P value≥0.05)

International Conference on "Research avenues in Social Science" Organize by SNGC, Coimbatore

It is found from table that the hypothesis is accepted (not significant) in all cases.

It is concluded that gender, age, educational qualification, occupation, family monthly income and marital status have not significant influence on internet access speed in broadband.

Personal factors and effective service provided by BSNL broadband services.

Hypothesis: The personal factors have more significant influence on effective service

provided by BSNL broadband.

Table No: 5

Chi-square values, Personal factors and effective service provided by BSNL broadband services.

Personal factors	Chi-square values	P vales	Significant/not significant
Gender	8.838	0.032	S
Age	19.501	0.003	S
Educational qualification	10.333	0.324	NS
Occupation	12.875	0.378	NS
Family monthly income	53.681	0.000	S
Marital status	6.614	0.085	NS

Note: S-Significant (P value≤0.05); NS-Not Significant (P value≥0.05)

It is found from table that the hypothesis is rejected (significant) in three cases and in other cases hypothesis is accepted (not significant).

It is concluded that gender, age, family monthly income have significant and educational qualification, occupation and marital status have not significant influence on effective service provided by BSNL broadband

Results of ANOVA- Personal factors and opinion on broadband connection.

Hypothesis: There is no significant difference between the personal classifications of the

respondents on their mean score relating to the opinion on broadband

connection.

Table No: 6

Results of ANOVA- Personal factors and opinion on broadband connection.

Personal factors	Sources of variance	Degrees of freedom	Sum of squares	Mean sum of squares	F value	P value	Significant/not significant
Gender	Between groups	9	3.247	.361	1.525	.145	NS
	Within groups	140	33.126	.237			
	Total	149	36.373				

International Conference on "Research avenues in Social Science" Organize by SNGC, Coimbatore

Age	Between groups	9	12.261	1.362	2.367	.016	S
	Within groups	140	80.572	.576			
	Total	149	92.833				
Educational qualification	Between groups	9	8.710	.968	1.567	.131	NS
	Within groups	140	86.463	.618			
	Total	149	95.173				
Occupation	Between groups	9	8.049	.894	1.004	.440	NS
	Within groups	140	124.724	.891			
	Total	149	132.773				
Family monthly income	Between groups	9	14.993	1.666	2.461	.012	S
	Within groups	140	94.747	.677			
	Total	149	109.740				
Marital status	Between groups	9	4.008	.445	1.900	.057	NS
	Within groups	140	32.825	.234			
	Total	149	36.833				

Note: S-Significant (P value≤0.05); NS-Not Significant (P value≥0.05)

It is found from table that the hypothesis is rejected (significant) in two cases and in other cases hypothesis is accepted (not significant)

It is concluded that age, and family monthly income has significant influence on opinion on broadband connection.

Findings, suggestions and conclusion

Findings

The major findings findout from the study is the gender, age, occupation and marital status have significant influence on type of application used in home/business place. The gender, age, educational qualification, occupation, family monthly income and marital status have not significant influence on reason for selection of broadband provider, internet access speed in broadband. The gender, age, family monthly income have significant and educational qualification, occupation and marital status have not significant influence on effective service provided by BSNL broadband

Suggestions

Majority of the respondents suggested that the quality of the service should be improved. Customers are dissatisfied with the download limit so it should be increased and also they are dissatisfied with the broadband speed, so it should be taken care off. Most of the respondents using broadband for educational purposes, BSNL should provide more offers to them. BSNL should also improve their customer relationship.

Conclusion

The study reveals that the customers are very much satisfied with the BSNL broadband. Brand name and the low charges are the main factors which influence the customers to subscribe BSNL broadband. But it should improve their quality of service, download limit and the broadband speed. Majority of the respondents

International Conference on "Research avenues in Social Science" Organize by SNGC, Coimbatore

are satisfied with the tariff but it should improve their broadband internet access speed. Also the BSNL should improve the relationship with the customers.

Reference

Journals:-

- ICFAI Journal of Consumer Behavior, Mar 2008, Vol: 3, Iss: 1, pp: 24-35.
- International Journal of Business Innovation and Research issue 3 volume7, January 2013 pp: 487-503.
- IOSR Journal of Business and Management (IOSR-JBM) Vol: 4, Iss: 3 (Sep- Oct. 2012), pp: 18-21.
- South Asian Journal of Marketing & Management Research 2013, Vol: 3, Iss : 6, pp: 85-94.
- Published in Management Issues in Emerging Economies (ICMIEE), Conference Proceedings of 2012 International Conference.
- International Journal of Engineering & Management Sciences. 2012, Vol: 3 Iss:1, pp: 67-76.
- Published in Management Issues in Emerging Economies (ICMIEE), Conference Proceedings of 2012 International Conference.
- Sumedha Journal Of Management 2013, Vol: 2, Iss: 1, pp: 43-57.
- International journal of supply chain management 2013, Vol 2, Iss: 2
- International Journal of Emerging Research in Management & Technology   Vol: 2, Iss:12.
- International Journal of Sales & Marketing Management, Mar 2013, Vol: 3, Iss: 1.

Websites:-

- en.wikipedia.org
- scholar.google.co.in
- www.bsnl.co.in
- Zenithresearch.org.in