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## A Study On Customer Satisfaction Of Smartphone Offerings With Special Connection With Bsnl

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### Abstract

Consumer loyalty is hoping to see whether the brand can meet and surpass the client's unique assumptions. it is a degree of the way nicely an employer's products and services meet or exceed consumer expectations. Customers play an important role and are essential in keeping a product or service relevant, so it is in the best interest of the business to ensure customer satisfaction.

Many issues are present in BSNL that can decrease the operational efficiency of this telecom organization. Revenue growth-related problems are also increasing rapidly due to these issues. The personalization of problems related to telecom services is also increasing at Bharat Sanchar Nigam Limited.

**Keywords:** Operational efficiency, BSNL, wireless services, cellular services, and telecom services.

### Introduction

#### Background

Telecommunications became first introduced in India in 1851 whilst the first operational landlines have been laid through the government. Up until 1984, the authorities of India owned the entire telecom industry; best then turned into the personal quarter authorised to fabricate telecommunications equipment. The government concretized its in advance efforts toward developing R&D within the area with the aid of putting in an independent body – the Centre for improvement of Telematics (C-DOT) in 1984.

The entire evolution of the telecom industry may be categorised into 3 wonderful stages.

section I- Pre-Libralisation technology (1980-89)

section II- post Libralisation era (1990-99)

phase III- put up 2000

till the past due 90s, the government of India held a monopoly on all forms of communications due to the Telegraph Act of 1885. the brand new Telecom coverage (NTP-ninety nine) provided the plenty-wished impetus to the boom of this enterprise and set the trend for liberalization in the enterprise. As a result, the Indian telecom marketplace is most liberalized market in the international with private participation in nearly all of its segments.

This take a look at can provide an explanation for the evaluation between BSNL nordic --- cellular phone nmt 450 and different telecom offerings in India. BSNL turned into a main telecom enterprise in India, however diverse boundaries can lower the effectiveness of this telecom agency (Naveena, et al. 32). Operational profit and total income of this organisation reduced swiftly, which is likewise blanketed in this look at.

Year	Mobile system
1981	Nordic cell telephone 450
1983	American mobile smartphone system (AMPS)
1985	System for Total Access to Communications
1986	NMT 900, Nordic Mobile Technology
1991	United States Digital Cellular (ADC)
1991	Worldwide Mobile Communication System (GSM)
1992	American mobile phone workstation for computers (DCS) 1800
1994	Mobile Personal Digital (PDC)
1995	Canada PCS 1900
1996	United States PCS

Source: [www.Mobile-communication.com](http://www.Mobile-communication.com)

### Further Development

1902	First remote message station laid out among Sagar Island & Sand heads.
1907	In Kanpur, the first Focal Battery for phones was introduced.
1913-1914	In Shimla, the first programmed trade was implemented.
1927	The radio broadcasting system between the UK and India, including stations at Daund and Khadki for the Magnificent Remote Chain bar.
1933	Radiotelephone system established between the UK and India.
1953	developed a radiotelephone network between the UK and India.
1960	Between Lucknow and Kanpur, the first endorser trunk dialling route was established.
1975	First PCM framework sent between the Andheri and Mumbai City phone markets.
1976	It presents the first sophisticated microwave intersection.
1979	Pune has designated the first optical fibre framework for a nearby crossroads.
1980	In Secunderabad, A.P., the first satellite station for domestic correspondences was constructed.
1983	Put away Program Control trade for Mumbai-delivered trunk lines first.
1984	For a native turn of events and the development of sophisticated trading, C-Spot put up a plan.
1985	In Delhi, the first mobile phone administration started in a non-commercial location.

Source: <https://en.wikipedia.co.in>

### Current Status

The telecom zone in India experienced fast boom over the last decade. lots of this boom may be attributed to the extraordinary growth in cellular telephony. The wide variety of mobile subscribers grew at an astounding price from 10 million in 2002 to 392 million in 2009. Telecom has emerged as a key infrastructure for economic and purchaser boom.

### Goals and Purpose

#### Goals

The Principle goal of this look at is to acquire the right and effective statistics about consumer pleasure with Bharat Sanchar Nigam restricted in contrast to different telecom services in India. studying the proper reason behind client dissatisfaction and offering viable answers to enhance the general client reveal is also a part of this have a look at.

#### Purposes

- To examine the socio-monetary traits of the respondents
- To discover the purchaser delight closer to BSNL in Vadodara city
- To analyse the evaluation between BSNL and other telecom agencies in India to find out the customer expectation of BSNL cellular service.

## Major Telecomm Companies

### 1) Reliance Jio

Reliance Jio is a brand owned by Reliance Industries and founded by Indian billionaire Mukesh Ambani. Reliance Jio offers Indians access to the global virtual world through a complete environment. This environment, which is accessible at every Indian doorstep, includes strong broadband networks, practical packages, excellent-in-elegance services, and clever gadgets. Jio can now offer a unique aggregate of telecom, excessive-pace statistics, virtual trade, media, and fee offerings. In place of offering 2G or 3G offerings, Jio now uses voice-over LTE to offer voice services to its network. The enterprise is the largest most of the pleasant 10 telecom corporations in India, in step with the list. Jio became the first made to be had to companions and staff on December 27, 2015, and the general public changed into given get admission on September five, 2016. It is an independent telecom company in India. As of 2020, it is some distance down the listing of India's pinnacle telecom groups. In keeping with the marketplace percentage on my own, Reliance Jio is the fine telecom provider in India. With greater than 372.99 million subscribers as of May also 31, 2019, it's miles through ways the biggest cellular community operator in India and the 0.33 biggest cellular network operator globally.

### 2) Airtel

Bharti Tele-Ventures restricted turned into integrated on July 7, 1995, to promote investments in telecommunications offerings. Its subsidiaries perform telecom offerings throughout India. Bharti Tele-Ventures is India's main personal region company of telecommunications offerings primarily based on a robust patron base including approximately 12.26 million overall customers, which include approximately eleven.39 million cellular and about 874,000 fixed line clients as of April 30, 2005. IT Minister Mr. Dayanithimaran strongly urged all mobile operators to prepare a comprehensive roadmap to achieve the target of 250 million mobile connections by 2007 from the current 53 million.

### 3) Vodafone Idea

The Vodafone concept is constrained by the partnership between Vodafone and Aditya Birla's company. It is India's top supplier of network operators. The business enterprise manages product services on its 2G/3G/4G platforms in addition to offering services in all Indian languages. We are dedicated to enabling the creation of a distinctive "Digital India." Both on and off the floor, the company is highly visible. The enterprise is indexed on each Bombay inventory change and the national inventory alternate in India (BSE). With 1,849.5 MHz dispensed throughout 22 circles, the business enterprise has the maximum spectrum left of any Indian cell operator, with 1,714.8 MHz being the liberalized spectrum. Over 2G, 3G, & 4G networks, the enterprise presents voice and information offerings in the course of India. By March 31, 2019, the company had 368.3 million VLR subscribers, giving it the highest subscriber market share in the sector (36.0%). The company's revenue market percentage (RMS) on gross sales foundation (GR) was 34% in FY19, except for the BSNL/MTNL wireline. With a portfolio of about 345,000 kilometers, it owns and builds an optical fiber cable with an inalienable right of use (IRU).

### 4) BSNL

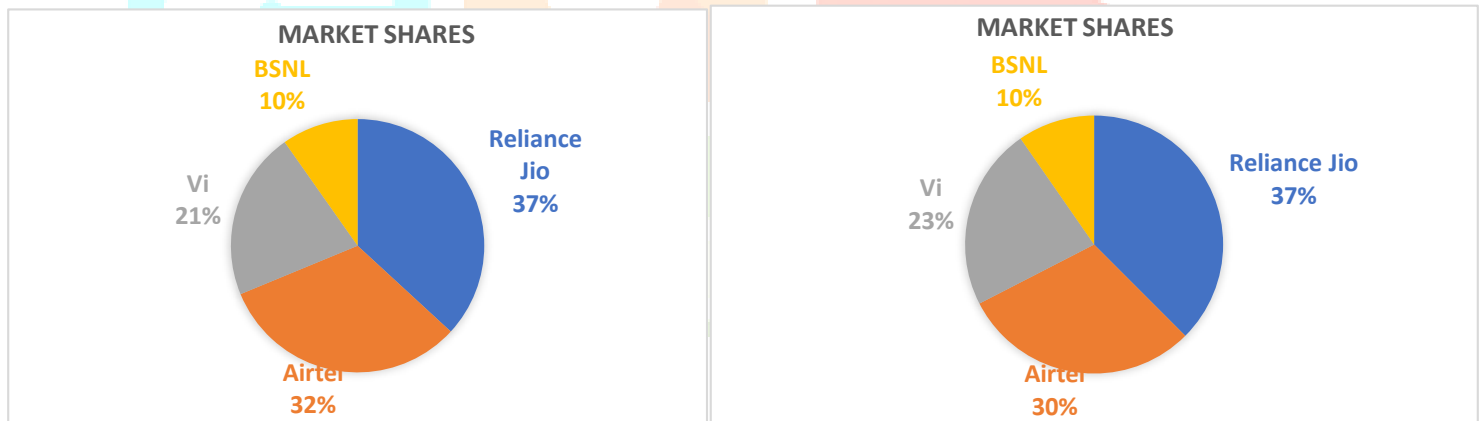
The Indian government's Department of Telecom Operations was transformed into a corporation on October 1 and given the name BSNL. BSNL, the most important public region agency in India today, is answerable for enhancing the telecom offerings' already excellent quality, extending the telecom network, presenting new telecom offerings in all villages, and fostering consumer self-belief. Over the past 15 years, BSNL has continued to grow. The projected growth rate for a corporation's first year of business is 11%. A key player in the communications sector, BSNL provides solutions for telecommunications requirements. Despite being four years old or younger, it still rules over a sizable empire inside the Indian subcontinent. The achievement of BSNL within the worldwide telecommunications marketplace is persevering with thanks to the growing call for for its merchandise, which has elevated the company to the top spot in terms of consumer trust. The increasing demand for its cellular services serves as a prime example. Additionally, Jammu and Kashmir, Arunachal Pradesh, Nagaland, Mizoram, and a few other northeastern states are all served by it as the sole provider of mobile services nationwide. Many people are unaware of the crucial role BSNL plays in upholding social obligations in the wake of

accidents and natural disasters. The responsibility of running the seventh-largest network in the world belongs to this silent performer. The BSNL is prepared to take on the challenges posed by private operators and compete with them, whether it be through the use of cutting-edge technology, expanding its customer base, or making changes to its infrastructure. From basic phone services—bill payments, etc.—to broadband services, a vast amount of information is accessible to the general public in an accessible format.

**Table- 1**

**List of mobile operators as per current ranking**

S. No.	Operator	Subscriber (crores)	Active Users (crores)
1	Jio	42.138	39.098
2	Airtel	36.503	35.803
3	Vi	24.562	21.172
4	<b>BSNL</b>	<b>10.883</b>	<b>5.547</b>



Source- <https://en.wikipedia.org>

**Market percentage of mobile telecom operators in India according to the TRAI.**

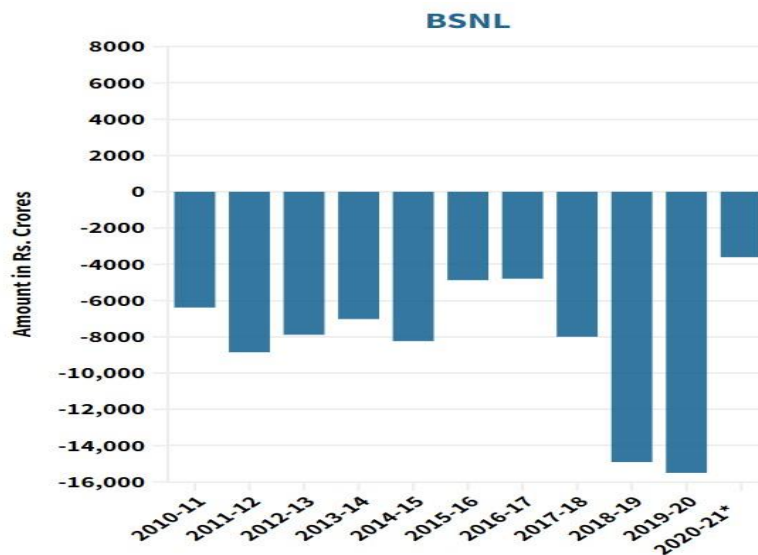
**Fig. 1**

As of 31 October 2022,

As of 31 August 2021

Source: <https://en.wikipedia.org>

**FINANCIAL PERFORMANCE OF BSNL**  
Profit or Loss in Rs. Crores from 2010-11 to 2020-21  
**Figure No. 2**



Source: [www.factly.in](http://www.factly.in)

### For more than a decade, BSNL has experienced financial losses.

BSNL was one of the exceptional-appearing PSUs in the USA at one factor in time. It continued to make income till 2008-09, however considering the fact that then has recorded losses. this will be attributed to the emergence of strong non-public gamers who're providing better service at a decreased cost. currently, there are handiest four gamers inside the Indian cell verbal exchange market.

BSNL's loss become Rs. 6,384 crores in 2010-11, in step with information supplied inside the Lok Sabha. Over the next years, the loss similarly extended to Rs. 8,851 crores and Rs. 4,793 crores. As of September 30, 2020, BSNL has mentioned a loss of Rs. three,607 crores (provisional) however, the expenditure in 2020–21 thus far has been only Rs. 12,368 crores, compared to an average expenditure of Rs 35,500 crore in the previous years.

### Discussion of operational success in relation to financial performance

The company lost 7441.12 crores of rupees in 2020–21 (compared to 15499.53 crores the year before). While the revenue from services is Rs 17451.80 crores (compared to Rs 17886.09 crores last year), another revenue is Rs 1143 crores (compared to Rs 1020.47 crores last year). During this fiscal year, your company's EBITA has improved by Rs. 1177 crores. In comparison to the prior year, service revenue fell by about 2.43%. After the company implemented the VRS, employee costs were drastically reduced by 51%. Net loss has fallen by 52 percent. In contrast to the losses of the prior year, which totaled Rs. 7061.68 crores, cash profit has increased to Rs. 250.51 crores. The cost of borrowing money has increased. The management of your company has implemented austerity measures and other cost-cutting strategies, which have reduced other expenditures by Rs. 1487.29 crores. But the current assets to liabilities ratio, which should ideally be 2:1, was 67.72% of the current liabilities.

## ANALYSIS AND INTERPRETATION OF DATA AGE OF RESPONDENTS

**Table Number 2**

Sr. No.	Age	People's Respond	Proportion (%)
1	< 21 Years	43	26.88
2	21 – 30	55	34.38
3	31 to 40	31	19.37
4	Above 41	31	19.37
	Total	160	100%

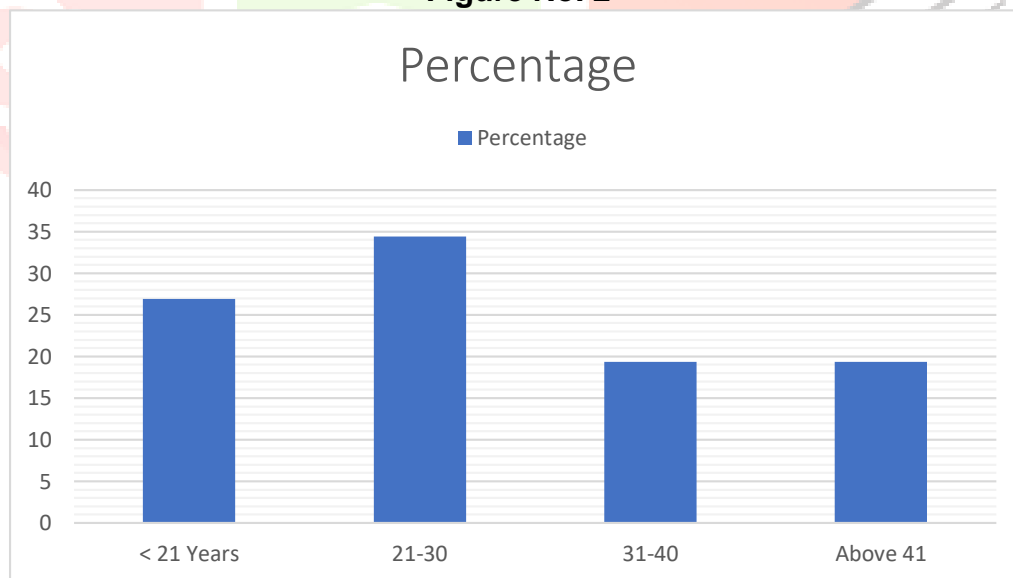
Source: "Primary Data"

### INTERPRETATION

The above desk indicates that 26.88% of the respondent's age is underneath 21 Years, 34.38% of the respondent's age is 21 to 30 Years, 19.37% of respondent's age is 31 to 40 Years and 19.37% of the respondent's age is Above 41 Years.

**The majority of respondents are 21 to 30 years.**

**Figure No. 2**





## CLASSIFICATION OF THE RESPONDENT FACTORS INFLUENCING YOU TO CHOOSE BSNL SERVICES

**Table No. 3**

S. No.	Factors	Extremely Satisfied	Satisfied	Neutral	Highly Dissatisfied	Dissatisfied	Total
1	Cheaper Call rates	34	30	44	26	25	160
2	Network Coverage	50	36	26	22	26	160
3	Network Congestion/ uptime	33	45	40	24	18	160
4	Roaming	29	37	41	04	49	160
5	Good advertisement	22	30	44	29	35	160
6	SMS Facilities	32	44	37	23	24	160
7	Value added services	34	18	31	26	51	160
8	Plan details	17	24	55	29	35	160
9	Internet service	26	35	30	43	26	160
10	Advertisement	40	26	42	14	38	160
11	Professional scheme	29	40	44	04	43	160

### RANK

S.no.	Particular	Highly satisfied	Satisfied	Neutral	Highly dissatisfied	Dissatisfied
1	Average	346	365	434	244	370
2	Rank	4	3	1	5	2

### FINDINGS:

#### Simple Percentage:

- Most of the respondents below
- Most of the respondents belong to the Gender Male
- Maximum of the respondents are unmarried
- Maximum of the respondents is school-stage.
- Most of the respondents are expert

#### Suggestions:

- It is important to maximize the effectiveness of BSNL's marketing campaign.
- The audience should be easily and enticingly reached by the advertisements for the plans.
- Taking the right steps is necessary to address the issue of network congestion.

- By making the customer service staff extremely personable in their approach to the customer, BSNL's customer care may be much improved.
- BSNL should also introduce several programs that would appeal to all market groups.

## Conclusion:

The report "A Study on Customer Satisfaction of Smartphone Offerings with Special Connection with Bsnl in Vadodara, Gujarat" has brought to the surface various grey areas to which BSNL has to pay attention. It has also highlighted several things that BSNL can be pleased about. BSNL has to largely focus on enhancing its customer care, increasing its bill payment centers, and introducing a variety of new enticing promotional programs to attract a huge crowd. Apart from the pricing, the network coverage, roaming, and reliability of BSNL services have been its hallmarks.

The study also truly revealed that all the criteria described so far needed to be improved regularly to outperform its competition.

This study also concluded that BSNL may experience more serious employee management issues than Airtel, Vodafone, and other telecom providers. This study concludes with a comparison of BSNL. Additionally, this has a look at appropriate analyses of the numerous offerings provided by using this organization, which is regarded as the paper's major strength.

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