



A Study on Customer Satisfaction towards BSNL Mobile Service in Coimbatore city

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ABSTRACT:

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or change its products and service.

Customer satisfaction is looking to see whether the brand is able to meet and exceed the customers original expectations. Customer satisfaction is a metric used to measure how a product, service or experience has impacted a customer.

Customer satisfaction is a term in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectations. Customer plays 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 and build customer loyalty

Keywords: mobile service, customer satisfaction, marketing.

BASIC ELEMENTS FOR CUSTOMER SATISFACTION

1. Be aware of these things every customer expects from you, the customer wants to hear, your clients want to be cared for.
2. Empathize with your customers when your client is facing any professional or personal life issues, empathize with them.
3. Create solutions for your client issues and comply with your company policies, invoices take a look at the customer history, whenever you need to come up with a concrete solution.
4. Clarify the situation with the client and make sure that the customer is a hundred percent satisfied once their issue has been resolved.
5. Follow up with all your customers to make sure each of your customers had a great experience with the kind of service your company has provided.
6. Developing a core product service on which to build.

7. Customizing the relationship to the individual customer. pricing in a manner that encourages loyalty.

MOBILE SERVICE MEANING

Mobile services is a term that is used to describe software runs on mobile services. Information services that are provided by mobile operators to their subscribers including routing services, congestion services.

A mobile service is an activity or series of intangible activities that occur when mobile consumers interact with a system of service providers. Mobile service is an operations management software to help you manage your worker. Stay connected with your employees and capture data in real-time.

TYPES OF MOBILE SERVICE:

There are 5 types of mobile service namely;

- Mobile instant
- Mobile internet messaging
- Mobile chat rooms
- Mobile content service
- Dating services

Mobile instant messaging services: Mobile instant messaging services are the same as online instant messaging such as ICQ, SKYPE, and Windows Live messenger except that it is used on a cell phone. It allows users to communicate with one or more selected friends or contacts using text messages

Mobile internet messaging: Mobile phones today are equipped with internet browsers and large colour screens. This allows someone to easily access the World Wide Web and download online content or access online services.

Mobile chat room: Many MIM services include anonymous chat rooms. These chat rooms involve the exchange of information with a group of other users usually in the form of text messages. Some chat rooms allow users to display an identifying photo or allow users to send pictures to each other

Mobile content services: Mobile content services such as ringtones, logos, video clips, games and content are sold using premium rate SMS. This involves sending a keyword via SMS to a shortcode

Dating services: Mobile dating services allow individuals to meet, flirt, chat, and possibly become romantically involved by using SMS messaging, mobile chat rooms or the mobile internet

IMPORTANCE AND FUNCTION:

- All mobile phones are designed to work on cellular networks and contain a standard set of services that allow phones of different types and in different countries to communicate with each other. They also can support other features added by various manufacturers over the years.
- Mobile phones are long range , portable and wireless electronic devices of communication. Mobile phones were not so common, the device was expensive and communication costs pretty good to the user.

- Mobile phones provide a big help in emergencies. Mobile phones are also known as lifesavers for helping people in emergencies.
- Mobile phones are a comfortable way of communicating over a long distance . Life becomes easy and fast by holding mobile phones.
- Mobile phones and other handheld devices available from simple two-way voice-enabled phones to extravagant handled computers that also can serve as a phone.

STATEMENT OF PROBLEM:

The problem statement describes the content for the study and it also identifies the general analysis approach. It is the issue that exists in the literature, theory, 4or practice that leads to a need for the study and when stated effectively should answer the question: “Why does this research need to be conducted” Conformed to the competition in today telecommunication marketplace, there have been many marketing strategies for service providers to plan and implement. Day-by-day, competition has increased more and more in the telecommunication market.

Cell Phone Service Providers must compete in order to remain profitable. Today, with the increasing recognition of the importance of customer retention and loyalty, companies now understand the importance of service. The idea is that understanding the needs of customers as well as the changes in their needs over the time would allow Cell Phone Service Providers to become more customer focused and hence remain profitable over the time. It is a big question for Cell Phone Service Providers to have loyal customers. If the companies want loyal customers, the customers must be satisfied. The company should know what customers want from them. Companies must provide good services to attract more and more customers. Keeping in view of the above, the main problem of the study is: Are customers satisfied by the services provided by the cell phone service providers in the selected districts of Coimbatore.

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 FOR STUDY

- To study the socio-economic characteristics of the respondents.
- To understand the customer's awareness about new schemes/ offers in BSNL.
- To analyze the factors influencing customers to use service from BSNL.
- To find out the customer expectation of BSNL cellular service.
- To find out the customer satisfaction towards BSNL in Coimbatore.

SCOPE OF STUDY

- The study selected for the analysis entitled customer satisfaction towards BSNL Service at Coimbatore. This topic is selected because BSNL is one of the largest telecom networks in India and to know the strength and weakness of the BSNL network in coimbatore.
- The study helps to understand whether the customer is satisfied or dissatisfied.
- To find the various factors that cause dissatisfaction to the customer and overcome those by a better strategy.
- To channel the distribution which will enable to reach the customer and communicate.
- This will ultimately lead to customer satisfaction.

RESEARCH METHODOLOGY

RESEARCH MEANING

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevant to the research purpose with economy in procedure. Decisions regarding what, where, when, how much, by what means concerning an inquiry or a research study constitute a research design.

A research process consists of stages or steps that guide the project from its conception through the final analysis, recommendations and ultimate actions. The research process provides a systematic, planned approach to the research project and ensures that all aspects of the research project are consistent with each other.

INTRODUCTION

This chapter aims to understand the research methodology establishing a framework of evaluation and revaluation of primary and secondary research. The techniques and concepts used during primary research in order to arrive at findings; which are also dealt with and lead to a logical deduction towards the analysis and results.

DEFINITION: A broad definition of research is given by Martyn Shuttleworth – “In the broadest sense of the word, the definition of research includes any gathering of data, information and facts for the advancement of knowledge.

TYPE OF RESEARCH

The present study is a diagnostic descriptive type of research, which focuses on the impact of customer service towards BSNL service providers with special reference in Coimbatore city.

METHODOLOGY OF DATA COLLECTION

PRIMARY DATA:The data was collected through a questionnaire. The questions were in the form of multiple choices. The survey was adopted and the information was collected from 125 respondents.

SECONDARY DATA:The data that already exists is called secondary data. This data is collected beforehand by others. The sources are books, magazines, journals, and any published. For the present study the secondary sources are also used.

SAMPLING:It is not always necessary to collect data from the whole universe. A small representative sample may serve the purpose. A sample means a small group should be an emanative cross section and really “representative” in character. This selection process is called sampling.

SAMPLE SIZE: In this study the researchers sample size is 160. The target population influences the sample size. The target population represents the Coimbatore regions. The people were from different professional backgrounds.

STATISTICAL TOOLS USED:

PERCENTAGE METHOD

In this project the percentage method is tested and used. The following are the formula

$$\text{Percentage of Respondent} = \frac{\text{No. of Respondent}}{\text{Total no. of Respondent}} * 100$$

CHI - SQUARE ANALYSIS:

In this project the chi- square test was used. This test is used to test significance of association between two attributes. Chi- square, symbolically written as χ^2 (pronounced as Ki- square), is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance. Formula for finding chi square is

$$\chi^2 = \sum(O-E)^2/E$$

In this study chi-square is to find the association between respondents gender and respondents accident proneness, respondents accident proneness and enough training for the employees & employees work load and the approach of the organization .

Likert scale:

A likert scale is a method of measuring attitude, ordinal scale of response to a question or statement, ordered in hierarchical and psychiatry. In Likert scale method, a person's attitude is measured by combining (adding or averaging) their response across all items.

Formula

Likert scale = $\sum(FX)$ / Total no. of respondents

F= Number of respondent

X= Likert scale value

$\sum(FX)$ = Total score

Mid value:

Mid value indicates the middle most value of the Likert scale

LIMITATION OF THE STUDY

- Data collected only 140 samples due to shortage of time.
- Some of the information is difficult to gather due to professional obligations.
- Sample results may not resemble the population.
- Study has been restricted to some areas of coimbatore only

REVIEW OF LITERATURE

A detailed review of literature has been made to find out prevailing researchable gap and to identify the relevant issues for the study. This chapter provides a sketch of available related studies arranged in chronological order. A brief literature would be of immense help to the researcher in gaining insight into the selected problem. The researcher would gain good background knowledge of the problem by reviewing certain studies. A reference to these entire studies will be related in the context of the shaping the present study.

Rust and Oliver (2020)¹ defined "Service Quality: Insights and Managerial Implications from the Frontier", satisfaction as the "customers' fulfillment response", which is an evaluation as well as an emotion-based response to a service.

Jones T.O and Sasser W. E (2019)² stated that "Achieving Customer Satisfaction is the Main Goal for Most Service Firms Today". Increasing customer satisfaction has been shown to directly affect companies' market share, which leads to improved profits, positive recommendation, lower marketing expenditures and greatly impact the corporate image and survival.

Bryant et al. (2019)³ conducted “crossing threshold” a study on 400 companies using the American Customer Satisfaction Index (ACSI) and demonstrated that there is significant relationship and consistent differences in the levels of satisfaction among demographic groups: Sex – positively related to satisfaction and female customers are more satisfied than the male customers. Females of all ages are more satisfied than the male.

Women are more involved with the process of purchase and possibly use the mobile phone more for relational purposes (social network device) while men use it for functional purposes (businesses, sales, etc) Age – positively related to satisfaction but the relationship is not a straight line. Satisfaction increases with age. The major increase in satisfaction is seen within the age 55 and over. The higher the income is, the lower the satisfaction level. Location (type of area) is also positively related to satisfaction.

Bloomer et al., (2018)⁴ identified “The Relationship between the Perceived Service Quality, Service Loyalty and Switching Costs” the base services in GSM sector are coverage of calling area, value-added services, customer support services, the supplier’s services of the operator and services of the operator and services in campaigns. The study also identified the significant impact of perceived service quality in the GSM sector on consumer loyalty.

Palvia and Palvia (2018)⁵ found out that “An examination of the IT Satisfaction of Small Business Users”, age is a significant determinant of satisfaction with the information technology industry. In his research on customer satisfaction with airline services reported also that gender, occupation, education, and marital status have significant influence on customer satisfaction, while age and household income had no significant influence.

Cronin et al., (2018)⁶ assessed that “Effects of Quality, Value, Consumer Satisfaction on Consumer Behavioural Intentions In Service Environment”, service satisfaction using items that include interest, enjoyment, surprise, anger, wise choice, and doing the right thing. In the present study, the customer satisfaction on the mobile phone service is measured at five point scale.

Gerpott, et al., (2017)⁷ studied “Customer Retention, Loyalty and Satisfaction in the German Mobile Cellular Telecommunication Market”. They found that the three constructs, customer satisfaction, customer loyalty and customer retention are different. Customer satisfaction drives customer loyalty, which in turn has an impact on customer retention.

INDUSTRY PROFILE:

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 the 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 continued 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.

The Indian Telecommunications industry is the world's fastest growing telecommunications industry, with 962.82 Million telephone (landlines and mobile) subscribers and 929.37 Million mobile phone connections as of May 2012. It is also the second largest telecommunication network in the world in terms of number of wireless connections after China. The Indian Mobile subscriber base has increased in size by a factor of more than one hundred since 2001 when the number of subscribers in the country was approximately 5 million to 962.82 million as on 30th June, 2012.

COMPANY PROFILE

HISTORY

BSNL is one of the largest Indian cellular service providers, with over 119.99 million subscribers as of June 2012, and the largest landline telephone provider in India. However, in recent years the company's revenue and profit plunged into heavy losses due to intense competition in the Indian telecommunications sector.

BSNL is India's oldest and largest communication service provider (CSP). It had a customer base of 90 million as of June 2008. It has footprints throughout India except for the metropolitan cities of Mumbai and New Delhi, which are managed by Mahanagar Telephone Nigam Limited (MTNL). As of June, 2012, BSNL had a customer base of 40.60 million wire line and 98.28 million wireless subscribers.

BSNL provides almost every telecom service, however following are the main Telecom Services being provided by BSNL in India:-

1. **BSNL Landline:** BSNL is the largest telecom operator in India and is known to everybody for Basic Telephony Services for over 100 years. Presently the Plain old, Countrywide telephone service is being provided through 32,000 electronic exchanges, 326 Digital Trunk Automatic Exchanges (TAX), Digitized Public Switched Telephone Network (PSTN) all interlinked by over 2.4 lakh km of Optical Fiber Cable, with a host of Phone Plus value additions to our valued Customers. BSNL's telephony network expands throughout the vast expanses of the country reaching to the remotest part of the country.
2. **BSNL Mobile:** India's fastest growing cellular service, along with postpaid and prepaid services brings cellular telephony to the masses, through innovative technology and strategic pricing. This ambitious service uses state-of-the-art GSM technology to attain global excellence and leadership in business. Our entry into this sector has brought GSM cellular service at an affordable cost to the common man. All serving a single objective, to provide better communication to millions across India. Customers have reposed tremendous faith in BSNL and it has enrolled over 30 Lakh Cellular

customers within ten months of launch of Cellular service, an unprecedented mark in Indian Cellular Market.

3. BSNL WLL-M: BSNL WLL-M is a communication system that connects customers to the The BSNL Landline network using radio frequency signals instead of conventional copper wires, for the full or part connection between the subscriber and the exchange This comes with superior voice quality and high speed data capabilities. CDMA is popular with more than 100 million subscribers worldwide, and the number keeps on increasing exponentially.
4. Internet Services: BSNL is India's no. 1 Internet service provider with more than 17 lakh subscribers, providing Internet service throughout the entire country (except in New Delhi and Mumbai) under the brand name of "Sancharnet". Sancharnet provides free all India roaming and enables it's users to access their accounts, using the same access code (172233) and user ID from anywhere in the Country. In order to make the Internet available throughout the length and breadth of the Country, Internet Dhabas are being commissioned at all the Block Headquarters. BSNL has also started DIAS and Account free internet access (CLI based) facilities in a few select cities recently.
5. BSNL Broadband: BSNL is in the process of commissioning of a world class, multi-gigabit, multi-protocol, convergent IP infrastructure through National Internet Backbone-II (NIB-II), that will provide convergent services through the same backbone and broadband access network. The Broadband service will be available on DSL technology (on the same copper cable that is used for connecting telephone), on a countrywide basis spanning 198 cities. In terms of infrastructure for broadband services NIB-II would put India at par with more advanced nations. The services that would be supported includes always-on broadband access to the Internet for residential and business customers, Content based services, Video multicasting, Video-on-demand and Interactive gaming, Audio and Video conferencing, IP Telephony, Distance learning, Messaging: plain and feature rich, Multi-site MPLS VPNs with Quality of Service (QoS) guarantees. The subscriber will be able to access the above services through the Subscriber Service Selection System (SSSS) portal.

BSNL IN COIMBATORE

- Coimbatore District comprises an area of 11,161 Sq.KMs.
- Total Population of the District is 38, 32,336.(Urban: 15, 30,899; Rural: 23, 01,437).

The coimbatore telecom division office telegraphs was formed during 1976 under the control of Divisional Engineer telegraphs, coimbatore with a less than 100 telephone connections in coimbatore District. The DE telegraphs had maintained the entire telegraph and telecom network including Defense Lines from coimbatore to ichapuram. The office of Divisional Engineer, coimbatore remained as Telecom. District Engineer, coimbatore and it was upgraded to the level of telecom district manager during 1993 after reaching its capacity of 10,000 connections and a Junior Administrative Grade Officers from Indian Telecom. Service has been posted as Head of this Telecom District. 2006-2019 is the golden period for the history of telecommunications and its connectivity has increased. During this period the telephone connections were

increased to more than 10 times and many new electronic exchanges were installed and the old technology was removed and provided some more additional facilities to customers. The telecom wing higher to under the department of telecommunications has been formed as Bharat Sanchar Nigam Limited with effect from 01-10-2000 as a Corporate Sector. Due to the vase development during this period, the status of this telecom district is upgraded to the level of General Manager and a Senior Administrative Grade Officer from Indian Telecom. Service has been posted as Head of this Telecom District in September 2019.

Now the telephone connections are more than 1,50,000 the General Manager is looking after development activities of the entire district. Engineering Officers and Finance Officers is one Engineering Officer from Indian Telecom. Service is working as Deputy General Manager looking after the Administration and Planning and one Finance officer advisor. These two officers are assisting the General Manager for Development activities and to run the administration smoothly. Divisional Engineers, Sub-Divisional Engineers and Chief Accounts Officers and Accounts Officers are working under the control of above mentioned officers respectively. It is very difficult to maintain the entire district at one point, for easy fare the entire telecom district has been divided into subdivisions. The heads of sub divisions will look after the development activities related to that sub-division. Though the telephone density is comparatively less than other developed districts, the department is providing good services throughout the district. The services provided in the rural areas are not economical to the department. It still continues the services in the public interest. One more happiest news to the Coimbatore District customers is the Bharat Sanchar Nigam Limited,coimbatore providing cell one services, WLL Services and value added services to the public.

DATA ANALYSIS AND INTERPRETATION:

AGE OF THE RESPONDENTS

S. No	Age	No. of respondents	Percentage (%)
1	Below 21 Years	38	27.14
2	21 to 30 Years	50	35.71
3	31 to 40 Years	26	18.57
4	Above 41 Years	26	18.57
	Total	140	100%

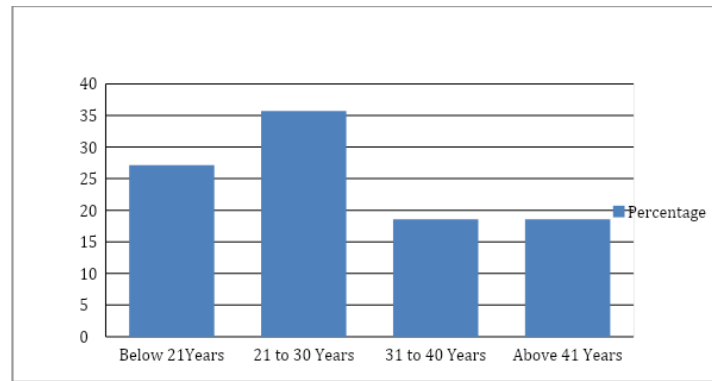
Source: Primary Data

INTERPRETATION

The above table indicates that 27.14% of the respondent's age is below 21 Years, 35.71% of the respondent's age is 21 to 30 Years, 18.57% of the respondent's age is 31 to 40 Years and 18.57% of the respondent's age is Above 41 Years.

Majority of the respondent's are 21 to 30 Years.

AGE OF THE RESPONDENTS



CLASSIFICATION OF THE RESPONDENT FACTORS INFLUENCING YOU TO CHOOSE BSNL SERVICE

S.no	Factors	Highly satisfied	Satisfied	Neutral	Highly dissatisfied	Dissatisfied	Total
1	Cheaper call rates	30	26	40	24	21	140
2	Network coverage	46	32	22	18	22	140
3	Network congestion/uptime	29	41	36	20	14	140
4	Roaming	25	33	37	0	45	140
5	Good advertisement	18	26	40	25	31	140
6	Sms facilities	28	41	33	19	20	140
7	Value added services	30	14	27	22	47	140
8	Plan details	13	20	51	25	31	140
9	Internet service	22	31	26	39	22	140
10	Advertisement	36	22	38	10	34	140
11	Professional scheme	25	36	40	0	39	140

RANK

SNO	PARTICULARS	HIGHLY SATISFIED	SATISFIED	NETURAL	HIGHLY DISSATISFIED	DISSATISFIED
1	AVERAGE	302	322	390	211	317
2	RANK	4	2	1	5	3

FINDINGS:**SIMPLE PERCENTAGE:**

- Majority of the respondent's Below
- Majority of the respondents belong to the Gender Male
- Majority of the respondents are single
- Majority of the respondents are school level.
- Majority of the respondents are professional

SUGGESTIONS:

- BSNL's promotional campaign should be made effective.
- The Advertisement about the schemes should reach the public in an easy and attractive way.
- The problem of network congestion has to be solved by taking appropriate measures.
- The customer care of BSNL should be tremendously improved by making the customer care personnel very friendly in their approach to the customer.
- BSNL should bring out a variety of schemes that would satisfy all segments of the market.

CONCLUSION : The study "The customer perception of mobile phone service providers in Coimbatore telecom district with special reference to BSNL" has brought to the surface many gray areas where the BSNL needs to pay attention. It has also revealed certain things which BSNL can feel good about. BSNL has to mainly focus on improving its customer care, increasing its bill payment centers and implementing a variety of new attractive promotional campaigns to attract a huge crowd. The network coverage, roaming and reliability of BSNL has been the mantra of BSNL services apart from the pricing. The study also authentically proved that all the factors mentioned so far needed to be improved on a continuous basis in order to overcome its competitors.