

A STUDY ON CUSTOMER SATISFACTION OF TELECOM SERVICES WITH SPECIAL REFERENCE TO SATHYAMANGALAM IN ERODE DISTRICT, TAMIL NADU.

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Abstract

The Indian Telecommunication industry has grown into a billion dollar industry. In this highly competitive industry it is not just doing something right that matters, but it is also important that a company is doing nothing wrong. Making profit no longer remains the sole purpose of organizations, as focus now a day is on customer satisfaction. Therefore it is important for every company to analyze the existing level of satisfaction of their customers, as to bridge any gaps between the expectations of the customer and the product or service provided by the company. The aim of this study would supplement this effort of the company in a small way.

Key Words: Telecommunication, Customer satisfaction.

1.Introduction

Telecommunication is the transmission of information over significant distances to communicate. In earlier times, telecommunications involved the use of visual signals, such as beacons, smoke signals, semaphore telegraphs, signal flags and optical heliographs, audio messages via coded drumbeats, lung-blown horns sent by loud whistles, for example In the modern age of electricity and electronics telecommunications now also includes the use of electrical devices such as telegraphs telephones and tele printers, the use of radio and micro wave communications as well as fibre optics and their associated electronics plus the use of the orbiting satellites and the internet. A revolution in wireless telecommunications began in the first decade of the 20th century with pioneering developments in wireless radio communications by Nikola Tesla and Guglielmo Marconi.

2. Statement of the Problem

In the Modern era, the mobile network plays a major role in the business as well as human life. Mobile services are used by every one without any discrimination of gender, income, education and age. Apparently most of the customers whether they are pre-paid or post paid mobile user are not fully satisfied with existing telecom services. It is important to analyze the impact of providing quality of service, network coverage, quality of SMS, mobile internet customer service, promotion schemes etc. To ensure that mobile users receive the greatest benefits from the telecom services as part they spending on learning environments. Hence, it is important to analyze customer satisfaction of telecom industry. For this background of the study has aimed to investigate the mobile user's different mobile services in Sathyamangalam town.

3.Objectives of the Study:

1. To study the social - economic background of sample respondents.
2. To study the awareness level of customers about telecom services.
3. To analyze the association between socio-economic background and level of satisfaction by the respondents.

4. Scope of the study

This research study is useful for telecom service providers to understand the expectation and requirements for customers and can serve them in a better way. The respondents from Sathyamangalam have been taken for this study. The aim of this study would enhancement this effort of the telecommunication Sector in an enhanced way.

5. Research Methodology

Sampling Design

This study is an empirical research based on survey method. The data collected for the study includes both primary and secondary. The data were collected from direct personal interview. To select 200 sample respondents for this study, a stratified random sampling technique was used.

Data Collection

For the present study, primary and secondary data were used, required primary data were collected from 200 sample respondent by using "pre- tested and well structured interview schedule" and secondary data collected from journals, newspapers, internet etc and the first-hand information has been collected from the customers in Sathyamangalam. The secondary data was collected from the Indian Journal of Marketing, Southern Economist and telecom sectors in India.

Questionnaire Design

Structured Questionnaire with both open ended questions is used. Proper care has been taken to ensure that the information needs match the objectives which in turn match the data collected through the questionnaire.

Techniques of Analysis

Data collected through interview schedule were presented in a master table and sub table were prepared from it.

The statistical techniques include sample ranking method, simple percentage analysis are used.

6. Limitations of the study

1. Due to time and cost constraints, the study is confined to a sample of only 200 respondents.
2. The respondents consisted of people from varying levels of education and classes and hence during the interview process the language was suitably modified.
3. The area of study was restricted to Sathyamangalam town; hence the results may not necessarily be true for other geographical regions.

7. Review of Literature

Gautam and Kumar (2011) examined the factors via – service quality, price, promotion, product quality and availability and customer perception responsible for helping the consumers to choose mobile telecommunication service provider among the competitors in the market. Primary data was collected randomly from the respondents using convenience sampling method from National Capital Region of India. Out of total of 465 received questionnaires, 415 were found completely filled by the target population. Competition among the service providers is not only in terms of better network quality but also in terms of retaining existing customers with the help of various techniques of price reductions and promotional offers. The study concluded that product quality and availability and promotion in addition to service quality and price were found to be having significant impact on the selection of mobile telecom service providers in the competitive telecommunication market in India.

Joshi (2011) examined service quality and customer satisfaction across various service providers in the telecom sector. Mobile customers of selected service providers namely: Airtel, BSNL, Vodafone, Tata Indicom, Reliance and Spice operating in Chandigarh, Panchkula and Mohali region were taken for the study. A total of 720 respondents had been approached for the collection of primary data. An examination of gender profile of the respondents indicated that 63.8 % were male while 36.2 % female. The results showed that the customers in the age group of above 45 years were using mobile phone less in comparison to the customers in lower age groups. Further, results indicated that there was relatively higher degree of

instability among the mobile customers especially in case of Tata Indicom customers. It can be concluded that customers' perception of service quality and customer satisfaction differs across the service providers.

Shah (2012) evaluate the impact of motivators on subscription decision for a particular service operator and give a guideline to the marketers of mobile service providers to increase their subscriber base. The primary data was collected by using the survey method with the help of structured questionnaire and total of 150 mobile users of Bardoli region belonging to Gujarat formed the sample for survey. The study found that the mobile customers considered two factors namely – 'service charge and plan' and 'network quality' to be the most important while choosing a particular mobile service provider. Further, it also implied that a large number of respondents have chosen a mobile service provider due to the recommendations of their family members, peers and friends.

8. Results and Discussion:

Socio-Economic Profile of Customers: The socio-economic profile of customer's satisfaction of telecommunication of Sathyamangalam town was analyzed and the results are presented in table-1.

Table 8.1: Socio-economic profile of customers using mobile communication

Particulars	Frequency	Percentage
Gender`		
Male	140	70
Female	60	30
Age Group		
20-30 Years	79	39.5
31-40 Years	33	16.5
41-50 Years	48	24
51-60 Years	40	20
Educational Qualification		
Illiterate	28	14
School	60	30
College level	112	56
Marital Status		
Married	140	70
Unmarried	60	30
Nature of occupation		
Agricultural	101	50.5
Business	28	14
Employees	41	20.5
Professional	30	15
Place of Residence		
Urban	42	30
Rural	158	70
Nature of Family		
Individual Family	150	75
Joint Family	50	25
Monthly Income		
Rs 5,000-10,000	72	36

Rs 10,000-15,000	100	50
Rs 15,000-20,000	28	14

Source: Primary Data**From the analysis, its find the following information**

- ✓ Nearly 70% of the customers belong to male category.
- ✓ Mostly 39% of the customers are in the age group of 20 – 30 years in their field of telecommunication.
- ✓ Most of the customers (56%) studied only college level
- ✓ Nearly 70% of the customers belong to married.
- ✓ Mostly 50.5% of the customers are doing Agricultural activity.
- ✓ Nearly 75% of the customers belong to individual family.
- ✓ Nearly 70% of the customers are working in the rural area.
- ✓ Most of the customers (50%) monthly income is around Rs.10, 000 to Rs.15,000

Data Analysis and Interpretation**TABLE 8.2****RATE THE SATISFACTION LEVEL WITH EFFECTIVENESS OF THE NETWORK.**

S. No	Satisfaction effect	Mean value	Rank value
1.	Highly Dissatisfied	6.22	V
2.	Dissatisfied	6.24	IV
3.	Neutral	6.46	II
4.	Satisfied	6.94	I
5.	Highly Satisfied	6.34	III

Source: Primary data

This table indicates that satisfaction is the most important thing, because without satisfaction the telecom service provider cannot achieve the objectives of the company, this table reveals that satisfaction level is different between the customers, satisfied is ranked first with mean score 6.94. Neutral is second with mean score 6.46 highly satisfied is ranked third with mean score 6.34, Dissatisfied is ranked fourth with mean score 6.24, highly dissatisfied is ranked fifth with mean score 6.22. Hence, it can be conclude that satisfied customers are high, so satisfaction effect will be increased.

TABLE 8.3
CUSTOMER OVERALL SATISFACTION TOWARDS MOBILE SERVICE
NETWORK

Customer overall satisfaction	Level of satisfaction		Total
	High	Low	
Satisfied	80 (72)	30 (28)	110 (100)
Neutral	36 (75)	12 (25)	48 (100)
Dissatisfied	24 (57)	18 (43)	42 (100)
Total	140 (70)	60 (30)	200 (100)

Source: Primary data

This table shows that 72% of the sample respondents are belonging to satisfied customers they are having high level of satisfaction, 75% of the sample respondents are belonging to neutral customers having high level of satisfaction, 24% of the sample respondents are belonging to dissatisfied customers are having low level of satisfaction about the telecom network.

It is proposed to test the null hypothesis that there is no significant relationship between mobile used for telecom network and their level of satisfaction about m the telecom network. Chi –square test has been applied.

9. Suggestions

As mentioned in the future of Indian telecom and on the basis of the primary research and secondary research, the following recommendations can be concluded: Lowering the tariff plans of service providers will increase more competition. Bringing more up gradation in VAS for the betterment of the users. Improvement of network infrastructure in both the urban and rural areas. More FDI inflows can be enhanced. More Direct to Home (DTH) services will give benefits to the customers. Companies can provide new and different schemes to their customers. Enhance data services on fixed and wire line services. Increase in internet speed on mobile can be the criteria for the operators.

10. Conclusion

India has one of the world's largest telecommunication networks. The telecom story continues to be the best evidence of the efficacy of the reforms process. In just six years, the number of mobile subscribers has gone up from just about one million to 100 million, a subscriber base that only four other countries

china, the US, Japan, and Russia can boast of none can doubt the correlation between this explosive growth in numbers and the steep decline in the cost of the mobile phone and of its usage. Looking at the competition trend, it seems that soon in future, rural schools will be having broad bank and internet facilities as their part of studies as well as routine lives. There is availability of internet facility in many villages. But soon it will be taught in secondary and higher secondary schools in all villages and various value added services have made the market more complete and made easy for the users, Implementation of number portability and 4G technology had solved many problems and made easy and comfortable for the customers.

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