

CUSTOMER SATISFACTION : COMPARATIVE STUDY BETWEEN BSNL AND AIRTEL WITH SPECIAL REFERENCE TO THRISSUR CORPORATION.

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ABSTRACT

There is wider scope and potential of growth of the services in the developing country like India. The Indian telecommunication sector is the second largest in the world after China. In this Scenario, if service providers would not put their endeavor in differentiating them from competitors, customers are more prone to switch to other competitor at almost zero cost. The present study has been made to identify the customer's attitudes towards the services of BSNL and AIRTEL in Thrissur Co-operation. It helps to find out the customers attitudes towards this service which could be useful to formulate new strategic policies and market their services in a better way.

Keywords: customer satisfaction, pre-paid services, post-paid services

INTRODUCTION

India is currently the world's second largest telecommunications market with a subscriber base of 1.05 billion and has registered strong growth in the past decade and half. The Indian mobile economy is growing rapidly and will contribute substantially to India's Gross Domestic Product (GDP), according to report prepared by GSM Association (GSMA) in collaboration with the Boston Consulting Group (BCG). The country is the fourth largest app economy in the world. The total number of telephone subscribers in the country rose by 11.13 percent year-on-year to 1151.78 million in the September – December quarter of 2016. According to a report by leading research firm Market Research Store, the Indian telecommunication services market will likely grow by 10.3 percent by year-on-year to reach us \$103.9 billion by 2020. According to the Ericsson Mobility Report India, smart phone subscriptions in India is expected to increase four-fold to 810 million users by 2021, while the total smart phone traffic is expected to grow seventeen-fold to 4.2 Exabyte (EB) per month by 2021. In the year 1975 Department of Telecom (DoT) was responsible for telecom services in the entire country after separation from Indian Post and Telecommunication. A decade later Mahanagar Telephone Nigam Limited (MTNL) was chipped out of DoT to run the telecom services of Delhi and Mumbai.

In the 1990s the telecom sector was opened up by the Government for private investment. In 1995 TRAI (Telecom Regulatory Authority of India) was set up. This reduced the interference of Government in deciding tariffs and policy making. The Government of India corporatized the operations wing of DoT in 2000 and renamed Department of Telecom as Bharat Sanchar Nigam Limited (BSNL).

In last 10 years, many private operators' especially foreign investors successfully entered the high potential Indian telecom market. Globally acclaimed operators like Telenor, NTT Docomo, Vodafone, Sistema, SingTel, Maxis, and Etisalat invested in India mobile operators. First mobile telephone service on non-commercial basis started in India on 48th Independence Day at country's capital Delhi. The first cellular call was made in India on July 31st, 1995 over Modi Telstra's Mobile Net GSM network of Kolkata. Later mobile telephone services are divided into multiple zones known as circles. Competition has caused prices to drop and calls across India are one of the cheapest in the world.

Most of the operator follows GSM mobile system operate under 900MHz bandwidth few recent players started operating under 1800MHz bandwidth. CDMA operators operate under the 800 MHz band, they are first to introduce EVDO based high-speed wireless data services via USB dongle. In spite of this huge growth, Indian telecom sector is hit by severe spectrum crunch, corruption by India Govt. officials and financial troubles. In 2008, India entered the 3G arena with the launch of 3G enabled Mobile and Data services by Government owned MTNL and BSNL. Later from November 2010 private operator's started to launch their services.

BSNL has installed Quality Telecom Network in the country and now focusing on improving it, expanding the network, introducing new telecom services with ICT applications in villages and winning customer's confidence. Bharti Airtel is India's largest integrated and the first private telecom services provider with a footprint in all the 23 telecom circles.

OBJECTIVES

- To know the factors influenced to buy or retain the mobile service
- To know the opinion regarding post paid and pre paid services.

STATEMENT OF PROBLEM

The mobile phones are progressively becoming cheaper and affordable for people in the

Country with the increase in disposable income that improves the quality of life in India. People are showing interest in new technologies like the option to access internet using a mobile phone. Besides, mobile service providers are also adding new schemes, offers and technology advancement in their services. This has resulted in more and more consumers are buying mobile phones and switching between different service providers. This study is conducted to know the level of customer satisfaction towards services of BSNL.

METHODOLOGY

The study is descriptive in nature. The data were collected from both primary and secondary sources. Questionnaire method is used for collecting the primary data. The data were also collected from published records, Journals and Websites. 80 respondents were selected in Thrissur Corporation by adopting convenience sampling method. In each 40 respondents are consisting. Percentage Weighted average and diagrams like bar, pie etc were used to analyse the data.

LIMITATIONS

- May be some respondents are reluctant so it makes some variations in results.
- The sample size is small hence the results may not give the correct results.

REVIEW OF LITERATURE

Archi et al ¹(2016) conduct a study on the topic “Impact of service quality on customer loyalty- A study on telecom sector in India.” The objective of this paper is to identify the impact of service quality on customer relationship management and customer loyalty in the Indian telecom sector. Service quality has been considered as independent variable and customer loyalty were considered as dependent variable. This survey was based on the SERVQUAL model. The exploratory and causal research design was adopted for the purpose of the study. Data was collected through primary and secondary data collection technique. The data was analyzed through multiple regression analyzes. From the light of the research they concluded that a proper understanding of requirement of customers will help the marketer to formulate a strategy to maintain a long lasting relationship with the customers which will help to retain the existing customers and reduce the customer churn and hence attain customer loyalty.

Sakthivel² (2012) conducts a study on the topic “A comparative study on customer preference on mobile communication with reference to the services provided by private (Airtel) and public (BSNL) sector in Coimbatore district.”The intension of the study was to compare the customer preference on mobile communication with reference to service provided by private and public sector at Coimbatore district. The study was based on both the primary and secondary data. The tools used this research were percentage analysis and chi- square. On the basis of the collected data from the customers, the Airtel should enhance its coverage. And the BSNL should focus on the service at customer desk and promotional measures.

Sumathi³ et al (2016) conduct a study on the topic “Customer satisfaction level towards landline service provided by BSNL with reference to Coimbatore.” The main intention of this research was to study the customer satisfaction level towards landline service provided by BSNL and to study the influence of demographic variables of the respondents. The data were collected from both primary and secondary sources. To study the customer satisfaction 200 respondents were selected in Coimbatore by adopting convenience sample method. They use statistical tools like percentage analyzes chi square test and two way table. From the study they found that most of the respondents satisfied with basic services and billing services provided by the BSNL. But most of the respondents not much satisfied with the features of the phone provided by BSNL. They concluded that the BSNL should focus on the promotional measures

¹ Archi Dubey and Dr. A.K. Srivastava (2016) Impact of service quality on customer loyalty- A study on telecom sector in India

² Dr. Sakthivel (2012) A comparative study on customer preference on mobile communication with reference to the services provided by private (Airtel) and public (BSNL) sector in Coimbatore district.

³V Sumathi and DR K Gunasundari (2016) Customer satisfaction level towards landline service provided by BSNL with reference to Coimbatore. International Journal Of Research In Commerce & Management

Sivanesan⁴ (2013) conducts a study on the topic “A comparative study on subscriber’s attitude and perception of BSNL and Airtel services in Kanyakumari district.” Their main objective was to study the various services provided by BSNL and Airtel. They also analyze the problems faced by BSNL and Airtel subscribers in Kanyakumari district. This study was based on both primary and secondary data. For the collection of data they used statistical tools like percentage analysis, Likert scaling techniques, Garrett tanking technique and hypothesis analysis. From the collected data the researcher concluded that most of the respondents were using BSNL and Airtel. All the respondents need the SMS free services and they wanted to reduce call rates.

DATA ANALYSIS AND INTERPRETATION

TABLE 1:DEMOGRAPHIC FACTORS

VARIABLE	ATTRIBUTES	BSNL (PERCENTAGE)	AIRTEL (PERCENTAGE)
AGE	20 to 30 years	25	72.5
	30 to 40 years	10	7.5
	40 to 50 years	35	17.5
	Above 50 years	30	2.5
OCCUPATION	Student	25	52.5
	Employed	50	20
	Others	25	27.5
TYPE OF SERVICES	Pre-Paid	70	80
	Post-Paid	30	20
PERIOD OF USAGE	Less than 1 month	-	7.5
	1 to 6 month	7.5	20
	6 to 1 year	20	12.5
	1 to 3 year	20	22.5
	Above 3 year	52.5	37.5
LEVEL OF SATISFACTION	Very Satisfied	20	10
	Satisfied	45	70
	Neutral	30	17.5
	Dissatisfied	5	-
	Very Dissatisfied	-	2.5

(Source: primary data)

Interpretations: the majority respondents of Airtel belong to 20-30 years category and respondents of BSNL belong to 40-50 years category. The majority respondents of Airtel belong to the student category and the respondents of BSNL belong to the employed category.

In the table shows that 80% respondents of Airtel uses pre paid connection and 20% uses the post paid connection. And 70% respondents of BSNL uses pre paid connection and 30% uses the post paid connection. It can be concluded that the most of the respondents of Airtel and BSNL relies on pre paid connection. The majority of the respondents of both Airtel and BSNL use their connections above 3 year. Most of the respondents of Airtel and BSNL are satisfied with their network service

⁴Dr. R. Sivanesan (2013) A comparative study on subscriber’s attitude and perception of BSNL and Airtel services in Kanyakumari district

TABLE 2:FACTORS INFLUENCING SERVICES

FACTORS	BSNL		AIRTEL	
	Weighted average	rank	Weighted average	rank
Call rates	6.24	1	5.86	1
Speed of network	5.35	4	5.35	3
Internet service	5.82	2	4.82	5
Talk time offers	5.46	3	5.51	2
SMS offers	3.42	7	3.82	6
Network availability	4.44	5	5.24	4
Special offers/Bonus	3.93	6	3.6	7
Availability of service centers	2.88	8	3.64	8
Advertisement	2.55	9	2.22	9

(source: computed data)

Interpretation: It shows that the respondents of Airtel and BSNL give first rank to the call rate which is the most influencing factor to buy or retain their mobile service. Fourth rank is given to the speed of network by the respondents of Airtel. For the same third rank is given by the respondents of BSNL. For the Airtel respondents the second influencing factor to buy or retain the mobile service is internet service. But the BSNL respondents had given fifth rank for the same. Third rank is given to the talk time offers by the respondents of Airtel. For the BSNL respondents it is the second influencing factor.

TABLE 3: OPINION REGARDING POST PAID SERVICES OF BSNL AND AIRTEL

statements	AIRTEL			BSNL		
	Satisfied	Neutral	Dissatisfied	Satisfied	Neutral	Dissatisfied
It helps to know the call rate	80	17.5	2.5	80	12.5	7.5
It helps to know the call duration	85	12.5	2.5	75	20	5
It provide information about payment date	87.5	7.5	5	94.5	2.5	2.5
It provide proof of evidence	67.5	30	2.5	70	20	10
Information printed on bill easy understandable	85	10	5	90	7.5	2.5
Difficulty in bill payment	57.5	22.5	20	35	25	40
Limited bill payment option	57.5	27.5	15	47.5	22.5	30
Don't get bill on time	25	47.5	27.5	32.5	32.5	35

Wrongly charged	37.5	30	32.5	32.5	35	32.5
No information on bill dispatch	35	40	25	35	35	30

(source: primary data)

Interpretation:

It shows that the 85% respondents of Airtel satisfied with the information printed on the bill are easily understandable. It shows that the 90% respondents of BSNL satisfied with the information printed on the bill are easily understandable. In Airtel 5% respondents are dissatisfied about the information printed on bill is easily understandable and in BSNL 2.5% respondents are dissatisfied about the information printed on bill is easily understandable. 87.5% respondents strongly satisfied that the post paid helps to know the payment date.. Whereas 5% respondents are belong to the dissatisfied category in Airtel and in BSNL 2.5% respondents are dissatisfied about the information printed on bill is easily understandable. Post paid helps to know the call duration. It is satisfied by 85% of respondents. 12.5% and 2.5% respondents come under the neutral and dissatisfied category respectively. In case of BSNL It is satisfied by 75% respondents.. 20% respondents come under the neutral. And there is 5% respondents belong to the category of dissatisfied. In airtel 67.5% respondents satisfied that the post paid bill act as a proof of evidence. 30% respondents belong to the category of satisfied and 2.5% respondents are dissatisfied with this. In BSNL 70% respondents satisfied that the post paid bill act as a proof of evidence. 20% respondents belong to the category of neutral. But 10% respondents are dissatisfied with this. In Airtel 80% respondents think that the post paid helps to know the call rates. 17.5% are neutral with this category. But 2.5% are dissatisfied about it. In BSNL 80% of respondents think that the post paid helps to know the call rates and they come under the category of satisfied 12.5% are neutral with this category. But 7.5% are dissatisfied about it.

. It shows that 57.5 respondents of Airtel are satisfied that there is a difficulty in the bill payment.. 22.5% respondents come under the category of neutral. 20% respondents are dissatisfied with this. 35% respondents of BSNL strongly agreed that there is a difficulty in the bill payment.. 25% respondents come under the category of neutral. 40% respondents are dissatisfied with this. 57.5% belong to the category of satisfied about the limited bill payment options. 27.5% are come under the category of neutral. 15% are dissatisfied. In BSNL 47.5% belong to the category of satisfied about the limited bill payment options. 22.5% are come under the category of neutral. 30% are dissatisfied with this. In Airtel 25% of the respondents think that they did not get the bill in proper time and they are agreed with that.. 47.5% had no opinion and they are belonging to the category of neutral. 27.5% are dissatisfied. In BSNL 32.5% respondents think that they did not get the bill in proper time and they are strongly agreed with that. 32.5% had no opinion and they are belonging to the category of neutral. 35% are dissatisfied in Airtel 37.5% are strongly agreed that there is a problem of wrongly charging. 30% respondents come under the category of neutral. 32.5% are dissatisfied with this. And in BSNL 32.5% are agreed that there is a problem of wrongly charging.. 25% respondents come under the category of neutral. 32.5% are dissatisfied with this. In Airtel 35% respondents think there is no information on the bill dispatch. 40% respondents belong to the category of neutral. 25% are dissatisfied and in the case of BSNL 35% respondents think there is no information on the bill dispatch.. 35% of respondents belong to the category of neutral. 32.5% are dissatisfied

TABLE 4: OPINION REGARDING PRE PAID SERVICES OF BSNL AND AIRTEL

statements	AIRTEL			BSNL		
	Satisfied	Neutral	Dissatisfied	Satisfied	Neutral	Dissatisfied
Easily access the recharge cards	87.5	10	2.5	87.5	7.5	5
To limit the usage	70	25	5	65	30	5
To get full talk time	72.5	20	7.5	72.5	20	7.5
To avail free data	72.5	20	7.5	62.5	17.5	20
No need to pay extra charges for availing STD/ISD or roaming facility	42.5	30	27.5	57.5	27.5	15
To avail SMS offer	55	37.5	7.5	70	30	-
Unnecessary service charges	47.5	37.5	15	42.5	32.5	25
Connection problem	67.5	12.5	20	77.5	10	12.5
Network issue	57.5	27.5	15	67.5	17.5	15
No suitable tariff plans	37.5	35	27.5	32.5	37.5	30

(source: primary data)

Interpretation:

It shows that 87.5% respondents of Airtel strongly agreed that they can easily access the recharge cards. 10% respondents come under the category of neutral. 2.5% respondents disagreed with this. It shows that 87.5% respondents of BSNL strongly agreed that they can easily access the recharge cards. 7.5% respondents come under the category of neutral. 5% respondents disagreed with this. In Airtel 70% belong to the category of agreed about that the pre paid helps to limit the usage. 25% are come under the category of neutral. 5% are disagreed. In BSNL 65% belong to the category of strongly agreed and agreed respectively about that the pre paid helps to limit the usage. 30% are come under the category of neutral. 5% are disagreed with this. In Airtel 72.5% respondents think that they get full talk time offers through pre paid connection and they are strongly agreed with that. 20% had no opinion and they are belonging to the category of neutral. 7.5% are disagreed. 72.5% respondents think that they get full talk time offers through pre paid connection and. 20% had no opinion and they are belonging to the category of neutral. 7.5% are disagreed with this. 72.5% are strongly agreed that they can avail the free data. 12.5% respondents come under the category of neutral. 12.5% are disagreed with this. 42.5% respondents think it is not required to pay any extra charges for availing the STD/ISD roaming facility. 30% respondents belong to the category of neutral. 27.5% disagreed with this. 45% respondents believe it helps to avail the SMS offers they come under the category of agree.

It shows that 47.5% respondents of Airtel are satisfied that there is problem of unnecessary service charge. 37.5% respondents come under the category of neutral. 15% of the respondents dissatisfied with this. In BSNL it shows that 42.5% respondents strongly agreed that there is problem of unnecessary service charge. 32.5% respondents come under the category of neutral. 25% respondents disagreed with this. In case of Airtel 67.5% belong to the category are satisfied with the connection problems. 12.5% are come under the category of neutral. 47.5% are

dissatisfied with this. In BSNL 77.5% belong to the category of agreed respectively about the connection problems. 10% are come under the category of neutral. 12.5 % are dissatisfied with this. In Airtel 57.5% respondents think that there is a problem of network issues and they are strongly agreed with that.. 27.5% had no opinion and they are belonging to the category of neutral. 27.5 % are dissatisfied with this. In BSNL 67.5% respondents think that there is a problem of network issues and they are strongly agreed with that. 17.5% had no opinion and they are belonging to the category of neutral. 15 % dissatisfied with this. 37.5% are strongly agreed that there is no suitable tariff plans. 35% respondents come under the category of neutral. 27.5% are disagreed with this.

FINDINGS:

- The majority respondents of Airtel belong to 20 to 30 years category (72.5%) and respondents of BSNL belong to 40 to 50 years category (35%).
- The most of the respondents of Airtel belong to the student category (52.5%) and the respondents of BSNL belong to the employed category (50%)
- 80% respondents of Airtel and 70% respondents of BSNL relays on pre paid connection.
- 82.5% respondents of Airtel and 67.5% respondents of BSNL rate their service provider as good.
- The most influencing factor to buy or retain the mobile service for both the respondents of Airtel and BSNL is call rate.
- The majority of the respondents of both Airtel (37.5%) and BSNL (52.5%) use their connection above 3 year.
- 85% respondents of Airtel satisfied with the information printed on the bill are easily understandable and 90% respondents of BSNL satisfied with the information printed on the bill are easily understandable
- In Airtel 87.5% respondents strongly satisfied that the post paid helps to know the payment date and in case of BSNL It is satisfied by 75% respondents.

SUGGESTIONS:

- ❖ From the study, it is clear that the BSNL consumers want to improve their network connection. So the mobile service providers should invest more on improving their network coverage in order to retain their consumers.
- ❖ From the results of this study the Airtel customers look forward to get more offers. So the mobile service provider should satisfy their current consumers by providing them to innovative offers.

CONCLUSION:

This paper is based on a survey which is done in Thrissur Corporation on BSNL and AIRTEL service providers. On the basis of data that are filled by customers we analyzed performance of BSNL and AIRTEL on Customers satisfaction with Network Performance. The results show that most of the respondents of Airtel and BSNL are satisfied with their current mobile service. The most influencing factor to buy or retain the mobile service for both the respondents of Airtel and BSNL is call rate. A proper understanding of requirement of customers will help the

marketer to formulate a strategy to maintain a long lasting relationship with the customers which will helps to retain the existing customers and reduce the customer churn and hence attain customer loyalty.

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