

COMPARATIVE ANALYSIS OF MOBILE SERVICES PROVIDED BY BSNL AND AIRTEL WITH SPECIAL REFERANCE TO PERAMBALUR TOWN

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Abstract;

In India, the implementation of LPG considerably increases the huge growth of information technology in recent years which led tremendous transformations in the second largest mobile network role in the world and also bring incredible changes in the consumer lifestyles. As a result of LPG, Technological development, today very meager people without mobile phones can be seen as well as the necessity of mobile to each and every one as a communication tool at any time can also be witnessed. But success rate of the mobile network market highly depends on how much customers are retained by them or served effectively by meeting the subscriber's expectations. But the real problem is whether these services providers are meeting their customer's expectation or satisfied their subscribers or not. So the present study focuses on mobile phone network subscriber's satisfaction level and which are the factors they had dissatisfaction as well as to find out the connection between demographic factors and level of satisfaction. Perambalur is the growing district in Tamilnadu. From the college going students to the top administrative officers and from the road side vendors to the business tycoons, everyone is using mobile communications from various service providers. The results of the study indicate that the majority of customers are satisfied with the service providers. But still few grey areas are monitored and need to address by the services providers.

Keywords; Customer Satisfaction, Mobile Communications, Demographic Factor, Customer Expectation.

Introduction

In the today's competitive world communication plays a very important role. communication have become an integral part of the growth, success and efficiency of any business. This is the technology that gives a person the power to communicate anytime, anywhere. Due to advancement in technology, now communication becomes easy and faster. India's telecom sector has shown massive upsurge in the recent years in all respects of industrial growth. From the status of state monopoly with very limited growth, it has grown in to the level of an industry. Telephone, whether fixed landline or mobile, is an essential necessity for the people of India. This changing phase was possible with the economic development that followed the process of structuring the economy in the capitalistic pattern. The

stupendous growth of the telecommunication companies in India over the last fifteen years can be attributed to the liberal government of India, economic policy. In this research paper, special emphasis has been laid over the comparative analysis of telecom companies AIRTEL and BSNL by using primary sources of data in Gwalior division of madhyapradesh . For the completion of efficient research work, descriptive and exploratory research design has been used which further conclude that BSNL is having weak performance as compared to Bharti Airtel.

Profile of Cell Phone Industry

Bharat Sanchar Nigam Limited (BSNL)

It is an Indian state-owned telecommunications company headquartered in New Delhi. It was incorporated on 15 September 2000 and assumed the business of providing telecom services and network management from the erstwhile Central Government Departments of Telecom Services (DTS) and Telecom Operations (DTO) as of 1 October 2000 on a going-concern basis. It is the largest provider of fixed telephony and broadband services with more than 60% market share, and is the fifth largest mobile telephony provider in India. However, in recent years, the company's revenues and market share have plummeted resulting in heavy losses as a result of intense competition in the privatizing Indian telecommunications sector. BSNL is India's oldest communication service provider and had a customer base of 93.29 million as of June 2015. It has footprints throughout India, except for Mumbai and New Delhi, where telecommunications are managed by Mahanagar Telephone Nigam(MTNL).

BSNL Mobile is a major provider of GSM cellular mobile services under the brand name Cellone. BSNL provides a complete telecom services solution to enterprise customers including MPLS, P2P and Internet leased lines. It provides fixed line services and landline using CDMA technology and its own extensive optical fiber network. BSNL provides Internet access services through dial-up connections as prepaid, Net One as Postpaid and Data One as BSNL Broadband. BSNL offers value-added services such as Free Phone Service (FPH), India Telephone Card (Prepaid card), Account Card Calling (ACC), Virtual Private Network (VPN), Tele-voting, Premium Rate Service (PRM) and Universal Access Number (UAN). BSNL also offers the IPTV which enables customers to watch television through the Internet and Voice and Video over Internet Protocol (VVoIP). In 2007, BSNL announced plans to provide 5 million broadband connections and secured 80% of the INR 25 billion rural telephony project of the Government of India. On 20 March 2009, BSNL launched blackberry services across India. BSNL paid Rs. 101.87 billion for 3G spectrum in 2010. As of 2011, BSNL offered coverage in over 800 cities across India. BSNL launched in 2012 a 3G wireless pocket-sized router called Wink net Mf50. BSNL 3G provides HSPA+ service with a top speed of 21.1 Mbit/s downlink and 5.76 Mbit/s uplink.

Airtel

Bharti Airtel Limited is an Indian global telecommunications services company based in New Delhi, India. It operates in 16 countries across South Asia and Africa. Airtel provides GSM, 3G, 4G LTE and VoLTE mobile services, fixed line broadband and voice services depending upon the country of operation. Airtel had also rolled out its VoLTE technology across seven telecom circles namely Mumbai, Maharashtra and Goa, Madhya Pradesh, Chhattisgarh, Gujarat, Andhra Pradesh & Telangana, Karnataka, Chennai and Kolkata in India and should roll out the technology in rest circles by end of August 2018. It is the largest mobile network operator in India and the third largest in the world with over 429 million subscribers. Airtel was named India's second most valuable brand in the first ever Brandz ranking by Millward Brown and WPP plc.

Airtel is credited with pioneering the business strategy of outsourcing all of its business operations except marketing, sales and finance and building the 'minutes factory' model of low cost and high volumes. The strategy has since been adopted by several operators. Airtel's equipment is provided and maintained by Ericsson, Huawei, and Nokia Solutions and Networks whereas IT support is provided by IBM. The transmission towers are maintained

by subsidiaries and joint venture companies of Bharti including Bharti Infratel and Indus Towers in India. Ericsson agreed for the first time to be paid by the minute for installation and maintenance of their equipment rather than being paid up front, which allowed Airtel to provide low call rates of ₹1(1.5¢ US)/minute.

List of Value Added Services:

News - e.g. Business, sports, politics etc. , Finance - e.g. Share market, foreign exchange etc. , Entertainment - e.g. Games, jokes, films etc, Travel - e.g. Railway, airlines etc. , Download - e.g. Caller tunes, wallpapers etc. , Astrology - e.g. Horoscope , Contest - e.g. Reality shows , MMS - e.g. Picture messages, video clips etc. , E-mail - e.g. SMS, e-mail etc. , Music - e.g. Ring tones , Cricket - e.g. Score, video clips etc. , GPRS - e.g. Internet, chat etc. , Call Alert - e.g. Missed call alerts when mobile is switched off or busy , Health - e.g. Health tips, beauty tips etc, M-Commerce - e.g. mobile transactions like mobile banking and Others - e.g. movies, music etc.

Review of Literature

Satya, in his article “Cost Reduction top priority in telecom sector” published in Facts for you, January 2008 has highlighted growth of Telecommunication industry and make aware total development in the field of telecommunication . The revenue has increased along with net profit from the mobile industry to a large extent. It is also pointed out by this study more than 87% of village have already been covered by 5.3 lakh village public telephone and FDI attracted to a large extent. However there are lot of problems and measuring to them is also complex

Sharma and Singla in their article “Telecom Equipment Industry: Challenges and prospects” published in Economic & political weekly, January 3, 2009 has highlighted the major challenges faced by India’s telecom equipment manufacturing sector, which lags behind telecom services⁷ . They found that only 35% of the total demand for telecom equipment in the country is met by domestic production. This is not favorable to long-term sustained growth of the telecom sector. The country is also far behind in R & D spending when compared to other leading countries.

Bhatt, in his article “A study of mobile Phone Usage Among the Post Graduate Students” released in Indian Journal of Marketing, April 2008 has studied mobile phone usage, duration of use, necessity, the spending on mobile phones, influencing factor for purchasing the mobile phone, awareness of medical side effects of the mobile phone usage amongst the post graduate student on the basis of primary data; which was collected at Sardar Patel University from 700 post graduate students⁹ .

Seth, Momaya, Gupta, in their article “ Managing the Customer Perceived Service Quality for Cellular Mobile Telephony: An Empirical Investigation released in “Vikalpa, Volume 33, No.1, January-March 2008 has discussed Service Quality, 64 Cellular Mobile Services, Exploratory Factor Analysis, Confirmatory Factor Analysis and Competitiveness in the Telecom Sector¹³. The Study indicates that among the various services quality dimension, ‘responsiveness’, is the best predictor, followed by reliability, customer perceived network quality, assurance, convenience, empathy, and tangibles which implies that cellular mobile service providers should invest in empowering the contact employees and providing them with adequate resources so that they can take they can take prompt actions to customer queries.

Sathish .M, Santhosh Kumar .K, Naveen K.J, Jeevanantham .V, (2011) in their study, A Study on Consumer Switching Behaviour in Cellular Service Provider: A Study with reference to Chennai The study reveals that call rates play the most important role in switching the service provider followed by network coverage, value added service, Consumer care and advertisement which plays the least important role. It is found that there is a relation between switching the service provider and the factors (Customer service, service problem, usage cost, etc.).

After analysing the findings of the study, we suggest that cellular service providers concentrate more on increasing network stability and setting tariff rates competitively.

First Generation (1G): It all started with 1G, the first generation of wireless telephone technology and mobile telecommunications. Introduced sometime in the 1980@s, 1G network used analog signals, as opposed to digital signals used by all the successive generations of mobile technologies. In 1G network, voice calls were simply modulated to a higher frequency, typically to 150MHz and up

The Second Generation (2G) was commercially launched for the GSM standard in 1991 by Radiolinja, currently known as Elisa Oyj, in Finland. 2G allowed for enhanced data services and also introduced short messaging service (SMS). Since the introduction of 2G, voice communications were digitally encrypted. This allowed for greater privacy, efficient data transfer and also less expensive equipment. Two revisions or additions to this generation are sometimes referred to 2.5G and 2.75G. The combined introduction of GPRS (General Packet Radio Services) and the usage of CDMA one networks collectively came to be known as 2.5G.

The Third Generation (3G) 3G data transfer rates are 384kbps/s to 2Mbps/s, so it allows for previously unavailable services like video calls, video conferencing, online conference call, mobile TV, online gaming etc. These speeds are broadband equivalent, so the applications and capabilities are enhanced greatly. Along with these services, 3G provides greater security and privacy. As with 2G, minor evolution of the standards resulted in 3.5G and 3.75G.

The Fourth Generation (4G), 4G mobile phones are all set to provide data transfer rates of 100Mbit/s to 1Gbit/s, which is mind boggling, to say the least. Such speeds are not even present in wired networks commercially. 3G has just been launched in India and is available on select mobile operators for select cities. But to access these services, a 3G compatible mobile phone is required.

Scope of the Study

In the present scenario, the telecommunication is lifeblood for every business activities. Even in this industry there prevails a competition between the service providers. In spite of a well-established network and infrastructure supporting it certain service providers weren't able to root their footsteps in the market. Further their promotional initiatives haven't yielded fruitful results. Since there is a marginal difference between the services rendered by the Cellular service providers there is more possibility for the subscriber to switch from one service provider to another based on his convenience.

Statement of the Problem

This is a sector where the customers switch their service providers very often depending upon their convenience. So it's very essential for the Service providers to make their moves by knowing the customer preferences. The customer preferences changes which is influenced by several factors. Thus a sturdy information base on the customer preferences and the factors influencing that preference is very essential for the Mobile service providers.

Importance of the study

Telecom service plays a critical role in the development of our nation. It is an efficient tool in terms of social and economic development. It is considered to be a major support service required for revamping the developmental aspects of the country. There has been significant policy reforms drive in the Indian Telecom Sector, which has brought a lot of transformation to the country and its services. This includes Liberalization through National Economic Policy in July 1991, National Telecom Policy 1999, National Telecom Policy 2004, National Telecom Policy 2012, etc.

Cellular telephone services have achieved great commercial success; because users recognize the mobile telephone access can improve productivity and enhance safety. A new subscriber is opting for cellular services for

personal security, safety and convenience. Increase in demand and the poor quality of existing telecommunications landline services. Mobile service providers will be benefited from the research, the ways to improve their quality of service and to support more users in their system. The present study has been made to identify the customer's attitude towards cell phones ,telephones,broadband services of BSNL and AIRTEL in perambalur town. Many private operators have entered in to the cellular segment to provide services. It has brought heavy competition in to the market. They have to find out the customers attitudes towards this service which could be useful to formulate new strategies policy and market their services in a better way.

Objectives of the study

- To study socio-economic profile of mobile users
- To study the customer preferences with respect to the Mobile service providers
- To compare the performance of the services provided by the Public and Private players

Research Methodology

Primary data was collected through observation, questionnaires and interviews. Along with Filling up of questionnaire interviews in local language with customer was done. The data is selected as a major primary data collection from 75 mobile users and 10 Sim card sellers. A Comparative Study of Telecommunication Service Providers like.. BSNL and Airtel Operating in perambalur town, since the aim of the study is the customers perceived service quality and how it is related to customer satisfaction our main focus is thus the customer.

The study was conducted in two modules. The first module (subjective survey) was undertaken to gauge the subscriber feedback on quality of service by way of a large sample based field survey. The second module (objective assessment) involved auditing of the QoS monitoring records of telecom operators.To gauge the level of satisfaction of subscribers with the quality of service provided by the service providers, interviews across a large sample of subscribers for Basic (Wireline), Cellular Mobile (Wireless) and broadband services were conducted. The sample survey was conducted to ensure spread across operators on the basis of their subscriber size and the type of circle in which we are conducting the interviews. The satisfaction level of subscribers was collected on a four-point scale of "Very satisfied", "satisfied", "dissatisfied" and "very dissatisfied".

Analysis of the data

(a) Customer Satisfaction Level

S.No	Performance	BSNL	AIRTEL
1	Customers satisfied with provisioning of service	90	96
2	Customers satisfied with Billing performance	96	96
3	Customers satisfied with network availability	74	84
4	Customers satisfied with value added service	85	94
5	Customers satisfied with solving of grievance	74	82
6	Customers satisfied with maintenance of service	90	96
7	Customers satisfied with over all service	88	92

(b)Services Provided

S.No	Performance	BSNL	AIRTEL
1	News	88	96
2	Finance	86	96
3	Entertainment	75	84
4	Download	95	94
5	Movies	74	82
6	Games	88	96

7	E-Mail	91	92
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Findings

- The analysis on the socio-economic profile of the respondents reveals the fact that 64.01 per cent of the respondents surveyed are males and 39.99 per cent of the respondents belong to the age group of 21-30 years.
- The study clearly evidences that 49.23 per cent of the respondents are found to be under graduate degree holders.
- Simultaneously it has been observed that 29.29 per cent of the respondents are employees of either public or private sector institutions and 58.37 per cent of the respondents' earning ranges above Rs.12001 per month.
- It has also been found that 35.83 per cent of the respondents surveyed are married
- It has been observed that 75.73 per cent of the respondents have accessed to the prepaid services
- 64.77 per cent of the cellular phone users are using the particular cellular phone service for the past one to five years.
- 51.34 per cent respondents have opined that they spent between Rs 100-500 per month for recharging of their cellular phone service
- it has also been found that 57.14 per cent of the respondents are using cellular phone for more than 30 minutes daily.
- The study reveals the fact that 40.86 per cent of respondents are using their cellular phones for both business and personal purposes.
- it has been found that 46.48 per cent of the respondents have used SMS for communicating with friends. Majority of the respondents have opined that they are primarily willing very much to accept advertising of products / services by SMS at their cellular phones.
- The analysis of data clearly reveals the fact that 37.98 per cent of the respondents are willing to take up advertising service related to subsidy / discount on the products and services.

Suggestions

- it has been found that 46.48 per cent of the respondents have used SMS for communicating with friends. Majority of the respondents have opined that they are primarily willing very much to accept advertising of products / services by SMS at their cellular phones.
- The analysis of data clearly reveals the fact that 37.98 per cent of the respondents are willing to take up advertising service related to subsidy / discount on the products and services.
- The customer should take into consideration that prepaid works better for moderate and minimal cell-phone users, whereas postpaid for normal, social and business users. BSNL's prepaid/postpaid services are comparatively cheaper than the other GSM operators', followed 224 by Airtel, considered to be the next best

Conclusion

The telecommunication services are the essence of modern world. The advancement of telecom services revolutionized the lives of people. The interplay of continuous innovations in technology and marketing generated new added services. The telecom service providers wholly utilized the huge market potential of the country, resulted in the saturation of telecom services market.

The appropriate marketing strategies became imperative for the existence and prosperity of telecom service providers. The formulation and execution of marketing strategies significantly differ between BSNL and AIRTEL telecom service providers. The research brings clarity to the marketing strategies adopted by the public sector telecom service provider BSNL and AIRTEL telecom service providers in the thriving telecom services market of perambalur town. The comparative study of services provided by our telecommunication system in multiple facets lightened the hidden planes of marketing strategies of various telecom service providers.

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