

CONSUMER PREFERENCE AND PERCEPTION ON SERVICE PROVIDED BY BSNL IN THRISSUR DISTRICT WITH SPECIAL REFERENCE TO KARALAM PANCHAYATH IN KERALA.

Anila Balan

Assistant Professor, SreeNarayana College Alathur, Palakkad.

ABSTRACT:The Indian telecom sector has witnessed tremendous growth over the past decade. Today the Indian telecom network is the second largest in the world after China. Indian telecom industry underwent a high pace of market liberalization and growth since 1990s and now has become the world's most competitive and one of the fastest growing telecom markets. Telecommunication has supported the socioeconomic development of India and has played a significant role to narrow down the rural-urban digital divide to some extent. The present number of companies involved in telecom industry will help customer gain to access the facilities like video phone, high speed internet and streaming television and all this because of the existing competition. The Indian telecom industry is highly competitive with at least seven telecom companies in each circle and up to 12 telecom companies in some circle competing for marketshare.

The scope of the study is related to service rendered by the telecom service provider namely BSNL. The study has been conducted to know the consumer preference and perception towards BSNL in karalam panchayath of Thrissur District. Sample size of the study was 70 and the area of the study restricted to BSNL service provider operating in karalam panchayath.

Key words: Telecom Industry, Telecommunication, BSNL

Introduction

The Indian telecom sector has witnessed tremendous growth over the past decade. Today the Indian telecom network is the second largest in the world after China. Indian telecom industry underwent a high pace of market liberalization and growth since 1990s and now has become the world's most competitive and one of the fastest growing telecom markets. Telecommunication has supported the socioeconomic development of India and has played a significant role to narrow down the rural-urban digital divide to some extent. The present number of companies involved in telecom industry will help customer gain to access the facilities like video phone, high speed internet and streaming television and all this because of the existing competition. The Indian telecom industry is highly competitive with at least seven telecom companies in each circle and up to 12 telecom companies in some circle competing for market share.

The present number of companies involved in telecom industry will help customer Gain to access the facilities like video phone, high speed internet and streaming television and all this because of the existing competition. The best thing about the indian telecom innovation is that they have not only turned out to be great commercial success but have impacted the country's disparate economic classes profoundly.

This rapid growth is possible due to various proactive and positive decisions of the government and contribution of both by the public and private sector. Today the world of telecom has changed. Earlier there was just reliance communication providing mobile phones at cheap rates but, now there are many mobile phone operators providing mobile phone services at cheap price. All this has indeed helped customers. The growth in the telecom sector has led to the coming of 3G communication technology. The present number of companies involved in telecom industries will help the customers to access the facilities like video phone, high speed internet, etc.

The scope of the study is related to service rendered by the telecom service provider namely BSNL. The study has been conducted to know the consumer preference and perception towards BSNL in karalampanchayath of Thrissur District. Sample size of the study was 70 and the area of the study restricted to BSNL service provider operating in karalampanchayath.

Significance of the study

The telecommunication services have made a rapid stride both in quality and quantity. However the users at large are found dissatisfied with the quality of services made available to them. This study outcome contributes valuable learning about the field of mobile communication to the broader academic knowledge base. This research may serve as useful input to telecommunication companies, researchers. The advantage of present study is that it will make available hitherto unavailable data to the existing body of knowledge.

Statement of the problem

Research is essentially an investigation a record and an analysis of evidence for the purpose of gaining knowledge. Today's global market witnesses a cut-throat competition. Many new products enter the market, stay for a while, and then go obsolete. Rapid changes in the consumers preference, increase in their disposable income, globalization, influence of global and psychological trends attribute to this behavior. In order to sustain themselves in the market, it is necessary for every telecom operator to know the consumer perception and attitude towards telecom services. Consumer taste and preference keep on changing. In keeping with the changing taste and preference of consumer, the telecom operators have to constantly innovative and offer features and services to match. The survival and growth of any enterprise largely depend on meeting the requirements and aspiration of present and future consumer. Hence, the study of consumer preference and perception is the key for the success of telecom industry.

Objectives

1. To study the preference and perception of consumers towards BSNL services.
2. Examine the level of customer satisfaction.

3.. To evaluate whether there is any significant difference in perception of BSNL services among male and female customers in KaralamPanchayath.

Research design and methodology

For the purpose of the research study , both primary and secondary data have been collected. primary data has been collected through comprehensive questionnaire administered to the customers of BSNL

Secondary data has been collected from the various research publication ,journals , magazine , published reports

Sample of the study

Sample size of the study was 70and the area of the study restricted to BSNL service provider operating in karalampanchayath.

Tools for data analysis

The study used mean, standard deviation and percentageand t-test for analysis the data

Bharat Sanchar Nigam Limited (BSNL)

Bharat Sanchar Nigam Limited (BSNL) is an Indian state-owned telecommunications company headquartered in New Delhi. It was incorporated on 15 September 2000 and took over the business of providing of telecom services and network management from the erstwhile Central Government Departments of Telecom Services (DTS) and Telecom Operations (DTO), with effect from 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 Fifth largest mobile telephony provider in India. However, in recent years the company's revenues and market share have plummeted into heavy losses due to intense competition in the 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, which are managed by Mahanagar Telephone Nigam (MTNL).

Vision of BSNL

To become the largest telecom service provider in Asia

Mission of BSNL

To provide world class state of art technology telecom services to its customer on demand at competitive price

Objectives of BSNL

- To be a lead telecom service provider
- To provide quality and reliable fixed telecom service to our customer and thereby increase customer confidence
- To provide point of interconnection to other service provider as per their requirement promptly
- Providing telephone connection in villages as per government policy

Present and future

BSNL (then known as Department of Telecom) had been a near monopoly during the socialist period of the Indian economy. During this period, BSNL was the only telecom service provider in the country (MTNL was present only in Mumbai and New Delhi). During this period BSNL operated as a typical state-run organization, inefficient, slow, bureaucratic, and heavily unionized. As a result subscribers had to wait for as long as five years to get a telephone connection. The corporation tasted competition for the first time after the liberalization of Indian economy in 1991. Faced with stiff competition from the private telecom service providers, BSNL has subsequently tried to increase efficiencies itself. DoT veterans, however, put the onus for the sorry state of affairs on the Government policies, where in all state-owned service providers were required to function as mediums for achieving egalitarian growth across all segments of the society. The corporation (then DoT), however, failed miserably to achieve this and India languished among the most poorly connected countries in the world. BSNL was born in 2000 after the corporatization of DoT. The efficiency of the company has since improved. However, the performance level is nowhere near the private players.

Review of Literature

S.JAMUNA AND M JEGADESH KANNAN(2010)in their article entitled ,“A Study on Customer Satisfaction towards BSNL in Madurai City ”have presented the study is based on the awareness of BSNL among the customers. A sample survey of 100 respondents have been undertaken to find out the awareness of BSNL in Madurai city .The study mainly concentrate general price level, quality, and overall satisfaction about BSNL services, general awareness, and consumer preferences of BSNL.

M.AMULYA AND D.ANAND(2011) in their article titled ,“Market Competence of BSNL in the Dynamic Telecom World” have concluded that telecom connects people across the length and breadth of the country irrespective of income bracket and it provides many benefits to all in the society. It contributes significantly to India’s GDP and particularly benefits the poor people in the country. The mobile phone has revolutionized the Indian economy and it has become more inclusive in terms of enabling greater participation of the poorer sections of the society. Now, people in these regions can conduct their business activities in a more economical manner and they do not have to move from place to place in order to do business. Delaying all the decisions and too much political interference may push it into losses.

M.GURUSAMY, A.VELSAMYANDN.RAJASEKAR (2012)in their article entitled ,“A Study on Customers” Satisfaction towards BSNL Landline Services in Salem City, Tamil Nadu” have noted that the customer influencing customer satisfaction is the main goal of every business organization. In this competitive business scenario each and every activity starts and ends with the customer .The telecommunication is lifeblood for every business activities. Even in this industry there prevails a stiff competition between the service providers. It is seen that most of the respondents are not much satisfied with the features of the phone provided by BSNL when compared to other private landline providers. Most of the respondents are not aware of various schemes. BSNL should focus on the promotional measures as equal to the private service providers to enhance their service activity to satisfy their customers

Dr .R UPADHYA ,VASHUNDHRA SHARMA(2012) in their study customer satisfaction with network performance of bsnl has revealed that comparing with other brands bsnl has weak network performance the major finding found out from the study is for the past five year in divisions of bsnl company has slowly deteriorated its position

PATIKAR GAUTAM –(2013) in his study service quality analysis of mobile communication. a comparative study between BSNL and private service providers has revealed that majority of the respondent prefer private services and overall satisfaction is more with private services as compared with BSNL

RENGANADHAN (2012) study on customer attitude and expectation towards various broadband services providers with reference to BSNL .has revealed that BSNL should concentrate its customer care services ,time taken for installation and resolving the customer problems, avoiding connection failure and to simplify the procedure for customer access to the customer care services

DR. R. SIVANNESAN (2013) in his study A comparative study von subscribers attitude and perception of BSNL and airtel stated that BSNL subscribers are highly satisfied with the call charges , internet call and WLAN services and lot of BSNL subscribers are facing poor call centre response

Data analysis and interpretations

The following tables shows different aspects of awareness of BSNL among customers.

Table 1 showing awareness of new services and scheme

Sl no	Response	No. of respondents	percentage
1	Yes	23	33
2	no	47	67
	Total	70	100

Table2 showing the BSNL connection of customer

Sl no	Response	No .of respondents	percentage
1	yes	70	100
2	no	0	0
	Total	70	100

Table 3 showing receiving voice without clarity

Sl no	Response	No. of respondents	percentage
1	Often	9	13
2	sometimes	17	24
3	occasionally	38	54
4	no	6	9
	Total	70	100

Table 4 showing satisfaction with the BSNL network

Sl no	Response	No. of respondents	percentage
1	yes	58	83%
2	no	12	17%
	Total	70	100%

Table 5 showing awareness of BSNL services in different field

Sl no	Response	No. of respondents	percentage
1	yes	40	57%
2	No	30	43%
	Total	70	100%

From the above diagram 57% of customer aware of the BSNL services and 43% are not aware of the services in different field

Table 6 showing technical problems in landline connection

Sl no	Response	No .of respondents	percentage
1	Line fault	21	30
2	Cross talk	5	7
3	No clear voice	34	49
4	Repairs of the instrument	10	14
	Total	70	100

Table7 showing duration of resolving the issues

Sl no	Response	No. of respondents	percentage
1	Within week	15	21
2	1-2 weeks	40	57
3	2-3 weeks	9	13
4	3-4 weeks	4	6
5	More than one month	2	3
	Total	70	100

Table8 showing reason for the preference of BSNL

Sl no	Response	No .of respondents	percentage
1	Affordability	28	40
2	Value added service	10	14
3	utility	16	23
4	others	16	23
	Total	70	100

Table 9 showing comparison with BSNL and other mobile service provider

Sl no	response	No. of respondents	percentage
1	network	47	67
2	Economical	4	6
3	Tariff rate	5	7
4	Customer service	11	16
5	Value added services	3	4
	Total	70	100

From the above diagram 67% customer argue that BSNL network is good compared with other brand,6% tell that bsnl is economical,7% are choosebsnl because of tariff rate ,16% prefer BSNL because of the customer services and other 4% are choose bsnl because of the value added services.

Table 10 showing Statements for measuring consumer Satisfaction and perception level of BSNL

NO	Statements	Frequency	Mean	SD	Rank
1	Customer care function	100	3.82	0.88	4
2	Service regarding quality and performance	100	3.78	0.89	5
3	Charges for cellphone to landline	100	3.04	0.95	7
4	Unnecessary advertisement are not possible in BSNL landline	100	4.94	0.233	1
5	Complaint cleared by the BSNL	100	3.55	0.87	6
6	Responsiveness in dealing with customer	100	3.01	0.78	8
7	Satisfaction towards the extend of free calls	100	4.35	0.74	2
8	Satisfaction towards call rate	100	4.02	0.833	3

The highest mean score of 4.94 obtained by the statement “Unnecessary advertisement are not possible in BSNL landline”. The score of 4.35 is for the statement “satisfaction towards the extend of free calls”. The score 4.02 scored by the statement “satisfaction towards the call rate”. The score of 3.82 for the statement satisfaction of “customer care function”. From the score 3.78 for the statement Satisfaction towards “service regarding quality and performance”. The score 3.55 scored by the statement “complaint cleared by the BSNL”. Mean score 3.04 obtained by the statement “charges for cellphone to landline”. The least score 3.01 for the statement “responsiveness in dealing with customers”.

T- test- for measuring whether there is any significant difference in perception about BSNL services among male and female consumers

H0: There is no significant difference in perception about BSNL services among male and female.

H1: There is significant difference in perception about BSNL services among male and female.

Table 11 showing Perception regarding BSNL services based on gender

	Strongly agree (5 points)	Agree (4 points)	Neutral (3 points)	Dis agree (2 points)	Strongly disagree (1 point)
Male	8	15	13	1	0
Female	11	13	8	1	0

Mean of male (x_1) = 3.81

Mean of female (x_2) = 4.03

Calculated value of $t = 1.13$

Table Value = 1.960

Decision:

Calculated value $1.13 <$ Table value 1.960

Calculated value is less than the table value. So, we accept the null hypothesis that there is no significant difference in perception regarding BSNL services among male and female.

Findings

Demographic details of respondents:

- The study discloses that the male respondents (52.85%) are more than female respondents (47.14%).
- The majority of the customers belongs to the age group of 20-30 (38.57%).
- The study discloses that most of customers are degree holders (41.42%), and least customers are with SSLC (12.85%).
- Majority (86%) of the customers in akshaya centers are staying in rural areas and remaining (10%) and (4%) are staying in semi urban and urban areas respectively.
- The study confines that the majority (65.48%) of the customers are private sector employees and (20%) are in government service and balance (14.52%) are in self employment

Other important findings:

- 100% of respondents are having BSNL connection
- 50% of people using BSNL connection above 6 years and others using BSNL between 2-6 years
- 33% aware of the BSNL services in different field
- 47% of customer are agree that BSNL connection is easy to get. And 10% are disagree with the statement
- 54% of customer occasionally receiving call without clarity and 24% receiving call without clarity in sometimes .13% are receiving such call oftenly. 9% are not receiving call without clarity
- 83% of customers are satisfied with BSNL network and remaining 17% are not satisfied with BSNL network.
- 57% of customers are aware about services of BSNL in different fields.
- The main problems while using BSNL Landline Phone are No Clear voice (49%), Line fault (30%), Repair of Instrument (14%), Cross talk (7%)
- Majority of the customers (57%) said that The duration for resolving problems by BSNL service is 1-2 weeks.
- 40% use BSNL because of the affordability of the connection
- 67% of customer prefer BSNL because of network compare with other brands
- 43% are agree with the telecom facility provided by the BSNL is sufficient
- And 57% are satisfied with the resolving issues by the BSNL
- From different Statements for measuring consumer Satisfaction and perception level of BSNL the highest mean score of 4.94 obtained by the statement "Unnecessary advertisement are not possible in BSNL landline". The score of 4.35 is for the statement "satisfaction towards the extend of free calls". The least score 3.01 for the statement "responsiveness in dealing with customers".
- T-test result finds that there is no significant difference in perception regarding BSNL services among male and females in this Panchayath.

Conclusion

In today's world of globalization where there is a cut throat competition .Mobile service provider are all facing competition with respect to one another. In the competitive world of business people would expect quality product and quality services. A company which cannot provide quality product or quality services cannot survive for a long period .This study has focused on the consumer preference and perception on service provided by the BSNL in karalampanchayath. This study finds that majority of the customer prefer BSNL connection because of the quality services provided by the company .The level of perception on overall service quality is higher on rural customer. The important reason for high preference is because of the market reputation, service reliability,, network performances and offers provided by the company

Suggestions

- Only 67% of respondents said that they prefer BSNL due to its network coverage. So the company should try to improve network coverage in order to compete with other network operators
- Only 33% are known about various plans and other services so it is essential to redefine the marketing strategies to help the unknown customer about the plans, services , and offers and so on
- BSNL must come out with the variety of schemes for customers and should improve telecom facilities
- Should concentrate more on customer care function and Improve the responsiveness in dealing with the customer

Bibliography

Journals

- ❖ Srikant a. "cellular mobile industry in india a study" the ICFAL journals of services marketing 4(1)march
- ❖ Francis sudhakar k and Lydia nutan (2005) "an objective study of customer behavior in BSNL mobiles" indian journal of marketing
- ❖ Selvarajv.m and ganesanmalathi " a study on consumer behavior on cellphone users " indian journal of marketing may

- ❖ McDongall G.H.G and Levesque T. "customer satisfaction with services putering perceived value in to the equation journal of services marketing.
- ❖ Philip Kotler (2008) "Marketing Management" (EleventhEdition), Pearson Education Inc., Singapore.
- ❖ Ravi Shanker (2007) "Services Marketing: The IndianPerspective", Excel Books, New Delhi.
- ❖ Donald S. Tull& Del I. Hawkins (2008) "Marketing Research: Measurement & Methods" (Twelfth Edition),Prentice Hall of India Pvt. Ltd., New Delhi.

