

A Study On Customer Satisfaction Towards BSNL With Reference To Chengalpattu District

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ABSTRACT

The study entitled **a study on customer satisfaction of BSNL special reference to Chengalpattu district** is an attempt to know the customer satisfaction of BSNL landline in Chengalpattu district. Every Business targets its target customer and their optimal goal would be the satisfaction of their ultimate customer. In this competitive world of Business everything starts and ends with needs of the customer. The study contains questions regarding the various aspects and reasons for choosing BSNL, the customer's awareness about new schemes/offers, and the factors disconnection of BSNL landline. 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. The study reveals that BSNL needs to focus on frequent line failure, supplementary sounds or line disturbances, poor response to complaints and temporary solutions to the maintenances problems and take measures for rectification.

Keywords: Customer satisfaction, BSNL landline service, brand royalty.

INTRODUCTION

Telecommunication is recognized, world over, as a key factor in the development of social, economic, commercial and cultural activities. The development of telecommunication infrastructure is likely to play a greater role in meeting the diverse needs of people and improving their quality of life through inter-linked development of many other sectors. The term 'Telecommunication' in ITU parlance covers a very wide variety of services such as sound & television broadcasting, space communications, aeronautical and maritime mobile communications, radio-location and radio-navigation systems, radio astronomy, meteorological aids and services, radio amateurs, etc., besides the public

telecommunications services. There are large telecommunication networks belonging to railways, defense and para-military organizations, law and order services (police etc.), and international telecommunications service providers – both government and private, civil aviation department and airlines, shipping & port authorities, sound and TV broadcasting organizations, meteorological department, oil exploration, processing and distribution companies, large private companies, etc.

REVIEW OF LITERATURE

S. Nemat Sheereen⁷⁷ (2014) in his article entitled, “A Study on Customer Satisfaction of BSNL Services in Kerala” has stated that BSNL is one of the leading telecommunication service providers in Kerala. Most of the studies conducted in this area indicate the exploring development of services provided by number telecommunication providers which opened new world to the customer around the world. This paper analyses the customer satisfaction of BSNL services provided in Kerala. Quality of service and maximum network coverage are the most important factor which satisfy the customers in relation to telecommunication.

Nidhi P. Shah⁷² (2013) in his article entitled, “Customer Satisfaction of Samsung Mobile Handset Users” has said that the main aim of this research paper is to find customers satisfactions with relations to some variables like individual features, price, brand name etc. In this study researcher has focused on the customer of Bhavnagar city and research is carried out by primary data analysis tools like Correlation, study indicates an average satisfaction of customers toward mobile handset users of Samsung.

Sany Sanuri Mohd, Mokhtar, Ahmed Audu Maiyaki and Norzainibt Mohd Noor (2011) in their article entitled, “The Relationship Between Service Quality and Satisfaction on Customer Loyalty in Malaysian Mobile Communication Industry” have explored that both service quality and customer satisfaction significantly affect the level of customer loyalty of mobile phone users in Malaysia. It is therefore, recommended that mobile service providers should pay special attention towards the customers satisfaction.

S. Jamuna and M. Jegadesh Kannan⁴⁸ (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 concentrates on general price level, quality, and overall satisfaction about BSNL services, general awareness, and consumer preferences of BSNL.

Nagasimha Kanagal⁴⁶(2009) in his article entitled, “Role of Relationship Marketing in Competitive Marketing Strategy” has pointed out that relationship as a focus on marketing aids in the understanding of consumer needs and wants, which is useful to implement profitable exchanges. Relationship marketing is a tool of furthering the customer understanding and interactive processes. Relationship marketing outputs can be usefully used, as inputs in product design and development, want identification, improving selling systems, pricing strategies. It is one of the supports to systematic action setting in competitive marketing strategy.

OBJECTIVES OF THE STUDY

- To identify the satisfaction level of customer services provided by BSNL.
- To identify the customers’ opinion about BSNL

LIMITATIONS OF THE STUDY

- The area of study is limited to Chengalpattu district only; hence the results may not be true for other geographical areas.
- Validity & Reliability of the data are obtained depends on the responses from the customers.
- Structured questionnaire are base for collecting the data, it may have disadvantages of not being to probe deep into the respondents thoughts. The time at the disposal of the researcher is limited.
- The size of the sample comparing to the population is very less and hence it will not represent the whole population.

RESEARCH METHODOLOGY

The data has been collected on the basis of the different sources in order to achieve the object of the project.

SOURCES OF DATA

Primary Data: Data has collected through survey by sending the questionnaires through mails and direct contact.

Secondary Data: Data is collected through journals, company website, magazines etc.,

Sample Size: 100 respondents

Brand Covered: BSNL mobile service

Target Area: Chengalpattu district

Data Analysis

Analysis was done on the basis of 20 parameters.

**RESEARCH HYPOTHESIS
TABLES****Based on Age Group**

	Frequency	Percent
Below 35 Years	25	25.0
35 - 45 Years	68	68.0
Above 45 Years	7	7.0
Total	100	100.0

Based on Income of the Family

	Frequency	Percent
Below Rs. 2,00,000	16	16.0
Rs. 2,00,000 - 4,00,000	72	72.0
Above Rs. 4,00,000	12	12.0
Total	100	100.0

Based on Qualifications of the respondents

	Frequency	Percent
Up to Plus 2	46	46.0
Degree	38	38.0
Above Degree	16	16.0
Total	100	100.0

CHI SQUARE**Age vs Opinion about BSNL services**

Age Group	Satisfactory	Not Satisfactory	Poor	Excellent	Total	Chi square
Below 35 Years	18	4	2	1	25	4.710 ^{NS} (0.537)
35 - 45 Years	49	7	11	1	68	
Above 45 Years	7	0	0	0	7	
Total	74	11	13	2	100	

NS - Not Significant

Income vs Opinion about BSNL service

Income of the Family	Satisfactory	Not Satisfactory	Poor	Excellent	Total	Chi - square
Below Rs. 2,00,000	13	1	2	0	16	3.508 ^{NS} (0.774)
Rs. 2,00,000 - 4,00,000	54	8	8	2	72	
Above Rs. 4,00,000	7	2	3	0	12	
Total	74	11	13	2	100	

NS - Not Significant

Qualification vs Opinion about BSNL service

Qualification	Satisfactory	Not Satisfactory	Poor	Excellent	Total	Chi - square
Up to Plus 2	34	6	6	0	46	15.262 ^S (0.017)
Degree	32	4	1	1	38	
Above Degree	8	1	6	1	16	
Total	74	11	13	2	100	

S - Significant

FINDINGS

- An analysis of the demographic profile of the customers is done. The focused demographic variables in this analysis are age, income and education. 68% of the respondent are between the age group of 35-45 years. 54 % of the respondent have degree and above as their qualifications and having an average income of 2 to 4 lakhs.
- 74% of the respondents have the opinion that satisfied with the BSNL services. 90 % respondent are pre-paid customers , 76% have the opinion that recharge coupon is available to their near place.
- 10% of the respondents have the opinion that postpaid tariff is excellent , 36% have opinion that it is good and 13% have the opinion that it is confusing.
- 59% of the respondent are ignorant about MNP, 56% of the respondent is not aware of 3G facility in mobile,
- 61 % of the respondent is satisfied with BSNL call rate in comparison with other mobile operators.
- 56% of the respondent have the opinion that avoid confusions about tariff/plan for improving BSNL service.

SUGGESTIONS

- Customers should be more educated with BSNL services & tariffs.

- Employees working in front offices should be more energetic, should be always show patience to hear the customers.

CONCLUSION

- Due to liberalization, privatization and globalization, the competition among companies increased. So, it is a must for the firm to improve its services to maintain its current customers and also give intensive training for the staff in service department.
- The coming days are very competitive for telecommunications sector industries. So the companies in the field must be vigilant and competitive for maintaining and improving the market.

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