



A Study on Customer Satisfaction and Loyalty Towards the Bsnl Prepaid and Postpaid Mobile Connection in Erode District

KEYWORDS

Customer Satisfaction, BSNL, Technology, Products.

M.ANAND SHANKAR RAJA

PhD- Research Scholar *SRM University Kattankulathur, Chennai

SHENBAGAM KANNAPPAN

PhD- Research Scholar, Research and Development Centre, Bharathiar University Coimbatore

ABSTRACT

India has emerged as one of the youngest and fastest increasing economies in the world today. The Indian telecom sector that has shown the signs of effectiveness and contributed considerably to the country's economy. This is the technology that gives a person the power to communicate anytime, anywhere. This industry is taken to a higher lead due to the private and government sector players in this industry and the companies in this industry are also creation their share in the job market in India by offering a wide range of employment opportunities both under technical and under non-technical division as well. The study focuses on the customer satisfaction and loyalty towards prepaid and postpaid BSNL customers in Erode District. The respondents of the study are part of people of Erode District. The present study found that the customers of BSNL prepaid and post paid mobile customers absolutely had a brand loyalty and satisfied the services offered by the BSNL services in Erode District.

INTRODUCTION

India has become the fifth largest country in terms of tele-communications network in the world and the second largest among the economics of Asia. The telecom sector reforms were undertaken in three phases. The first phase began in the 80's, when private manufacturing of customer promise equipment was given go – ahead in 1984. An explosion of individual STD/ISD/PCO network also took place throughout the country by way of private individual franchises. Bharat Sanchar Nigam Limited is an Indian state owned telecommunication company headquartered in New Delhi, India. It was incorporated on 15 September 2000 and took over the business of providing of telecom services and network management from the previous 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 largest broadband services provider with more than 60% market share and fourth 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. Maintaining an effective customer service program is one of the biggest challenges faced by managers in the current environment. Developing an effective customer service plan and instilling a commitment to it within the organization are very key to the management process. Therefore managers should always consider the impact of how an effective customer service plan can help them to meet their goals.

REVIEW OF LITERATURE

ANAND SHANKAR RAJA. M, T MAHESH KUMAR(2014) The researchers studied in depth to identify customer satisfaction of BSNL in Coimbatore among the consumers for its purpose data were collected by survey methods through questionnaire. This questionnaire contains the questions regarding the various aspects and reasons for choosing BSNL with a sample of 100 respondents from the city of Coimbatore. From their study they concluded that most of the customers are satisfied by the service provided by the BSNL. The dissatisfaction is mainly due to delay in the signals. If there are steps taken to resolve the problem the retention of customer will be more and this will satisfy

most of the customers increasing value of the service

KUMAR (2008), in their study titled "Customer Satisfaction and Discontentment vis-à-vis BSNL Landline Service: A Study" analyzed that at present, services marketing plays a major role in the national economy. In the service sector, telecom industry is the most active and attractive. Through the telecom industry is growing rapidly, India's telecom density is less than the world's average telecom density as most of India's market is yet to be covered. This attracts private operators to enter into the Indian telecom industry, which makes the Bharat Sanchar Nigam Limited (BSNL) more alert to run its business and survive in the market.

SETH ET AL (2008), in their study titled "Managing the Customer Perceived Service Quality for Cellular Mobile Telephone: an Empirical Investigation" analyzed that there is relative importance of service quality attributes and showed that responsiveness is the most importance dimension followed by reliability, customer perceived network quality assurance, convenience, empathy and tangibles. This would enable the service providers to focus their resources in the areas of importance. The research resulted in the development of a reliable and valid instrument for assessing customer perceived service quality for cellular mobile services.

JESSY JOHN (2011) in his study "An analysis on the customer loyalty in telecom sector: Special reference to Bharath Sanchar Nigam limited, India" concluded that, The purpose of this paper was to investigate the factors that influence customer loyalty of BSNL customers. Trustworthiness, relationship, image, value added services and inconvenience in switching phone no. were found to be the key factors that influenced the loyalty of the BSNL customers. Even though the service provided by BSNL is very cost effective it is still losing its customer base. BSNL must look away from the issue of cost and must try to improve the network quality and the quality of customer services as per the expectations of the customers. New technologies and features are being introduced in mobile services like PDA, MP4, high mega pixel digital camera and others. BSNL need to update itself with respect to these technologies at the same time take the initiative to market itself as youth friendly as youth are the target universe of any mobile provider. At the same time initiatives should be taken to improve the functional

service quality were attention should be given to improve reliability, assurance, empathy and overall satisfaction of the customers. The existing customers should be actually made to feel that the 'BSNL is best hai mere a lie' which means BSNL is the best one.

OBJECTIVES OF THE STUDY

- To study whether there is any brand loyalty towards the BSNL prepaid and postpaid mobile connection in Erode district.
- To examine the customers satisfaction towards the BSNL prepaid and postpaid mobile service providers in Erode district.

SCOPE OF THE STUDY

The present paper a general, practical approach to customer satisfaction including instructions and recommendations to help contact center professionals realize a brand new initiative or improve an active program. A cooperative has to be able to communicate with their customers in order to guarantee customer satisfaction. However there are a lot of good reasons for business to practice customer loyalty as a strategic intention. Loyal customers are often willing to pay best prices. Having this is intelligence this research was conducted limiting itself to BSNL customers of post and prepaid connection by analyzing the customer satisfaction and loyalty.

RESEARCH METHODOLOGY

The present paper ultimate objective is to find out the customer satisfaction and loyalty towards the BSNL prepaid and postpaid mobile connections in Erode district. For the purpose of present both primary and secondary data used to find out the above objectives. The Primary data was collected through observation, structured questionnaires and interviews. The study was covered only in Erode District. The convenience sampling method was adopted. A Sample of 200 respondents has been used for collecting the response through well-structured questionnaire. The study was conducted during the period of December '2014 to April '2015. The Secondary data was collected published records; websites and journals have been used and collect information. The data have been analyzed SPSS software version 21.

DATA ANALYSIS AND DISCUSSION

Table 1

Demographic profile of the Respondents

Profile	No. of Respondents	Percentage(%)
Gender		
Male	152	76.0
Female	48	24.0
Total	200	100.0
Age Group		
Below 30	97	48.5
Between 31- 40	55	27.5
Between 41-50	40	20.5
Above 50	8	4
Total	200	100
Marital Status		
Single	109	54.5
Married	91	45.5
Total	200	100.0
Occupation		
Salaried	78	39.0
Business	38	19.0
Professional	40	20.0
Retired	24	12.0

Home maker	20	10.0
Total	200	100.0
Qualification		
Under Graduate	97	48.5
Graduate	55	27.5
Post Graduate	40	20.0
Professional	8	4.0
Total	200	100.0
Monthly Income		
Up to 20,000		
Up to Rs.20,000	60	30.0
Rs.20,001 - 25,000	40	20.0
Rs.25,001 - 30,000	60	30.0
Above Rs.30,000	40	20.0
	200	100.0
Total		

Source: Primary data

The above table -1 represents that Demographic profile of the respondents. It is observed from the above table out of 200 respondents, 152 (76%) of respondents were male whereas 48(24%) of respondents were female. In connection with age wise distribution of respondents majority 48.5% of respondents were in the age group of below 30 years, followed by 27.5% of the respondents were in the age group of up to 31-40 years, 20.5% of respondents were in the age group of 41-50 years and only 4% of respondents were in the age group of above 50 years. Regarding marital status, Majority 54.5% of respondents were single and 45.5% of respondents were married. The respondents were in the occupation salaried 39%, Business 19%, professional 20%, retired 12% and home maker 10%. The above table reveals that educational qualification wise distribution of respondents. The majority 48.5% of the respondents were in under graduate respondents and 27.5% of the respondent's graduate qualification and 20% of the respondents were in the PG qualification finally 8% respondents were in the professional qualification. It is noted from the above majority 30% of respondents were in the income group of less than Rs.20, 000 and followed by 20% of respondents were in the income group of Rs.20, 001 – Rs.25,000 and 30% of respondents were in the income group of Rs.25, 001 –Rs.30,000 and 20% of respondents were in the income group of above Rs.30000

Table -2

Type of mobile connection among the respondents

Mobile Connection	Frequency	Percent
Prepaid	148	74
Post paid	52	26
Total	200	100

Source: Primary Data

The above table - 2 represents that type of mobile connection among the respondents. Out of 200 respondents, 74% of respondents were prepaid mobile connection and 26% of respondents were using postpaid mobile connection.

Null Hypothesis 1

There is no brand loyalty towards the prepaid and post-paid BSNL customers in Erode district.

Table - 3

One sample t test for whether there is any loyalty towards the prepaid and postpaid BSNL customers in Erode district.

One-Sample Statistics					
	N	Mean	Std. Deviation	t value	P value
Continue with current service provider	200	4.40	.491	40.313	0.000**
I recommend my service provider to others	200	4.14	.886	18.204	0.000**
Satisfaction of my service provider	200	3.89	1.275	9.871	0.000**
Preference to buy other services	200	3.89	1.275	9.871	0.000**
Lesser price sensitive	200	4.01	1.027	13.905	0.000**
Higher trust on my service provider	200	3.75	1.263	8.397	0.000**
Competitive advantage my service provider	200	3.30	1.311	3.236	0.001**
No other alternative to my service provider	200	3.70	1.232	8.036	0.000**

Source: Primary data

Note: **represents 1% level of significant.

The above table - 3 shows that one sample t test for whether there is any loyalty towards the prepaid and postpaid BSNL customers in Erode district. The p values of all the statements are less than 0.01. Therefore, the null hypothesis is rejected at 1% level of significant. Hence it is concluded that there is brand loyalty towards the prepaid and postpaid BSNL customers in Erode district.

Null Hypothesis 2

There is no significant difference between the age group of customers with respect to satisfaction about the BSNL prepaid and postpaid mobile service providers in Erode district.

Table - 4

ANOVA test for whether there is any significant difference between the age group of customers with respect to satisfaction about the BSNL prepaid and postpaid mobile service providers in Erode district.

Age	N	Mean	Std. Deviation	F value	p value
Up to 30 years	97	3.44 ^b	.777	12.318	0.000**
31-40 years	55	3.38 ^b	1.939		
41-50 years	40	2.50 ^a	.506		
Above 50 years	8	5.00 ^c	.000		

Source: Primary data

Note: **represents at 1% level of significant.

The above table - 4 shows that ANOVA test for whether there is any significant difference between the age group of customers with respect to opinion about the BSNL prepaid and postpaid mobile service providers in Erode district. Since the p value is less than 0.01. Therefore, the null hypothesis is rejected at 1% level of significant. Hence it is concluded that there is significant difference between the age group of customers with respect to opinion about the BSNL prepaid and postpaid mobile service providers in Erode district.

FINDINGS

- The study found that 152(76%) of respondents were male and 48(24%) of respondents were female.
- It is noted that Majority 48.5% of respondents were in the age group of below 30 years
- It is observed from the study. Around 48.5% of respondents were under graduate and 27.5 % of respondents were graduates and 20% of respondents were post graduate and 8% of respondents were professionals.
- In connection with monthly income usage of mobile phone 30% of respondents up to Rs.20,000 and 20% respondents were monthly income Rs.20001-25000 and 30% of respondents monthly income Rs.25001-30000 and monthly income usage of mobile phone 20% of respondents above Rs.30,000/-
- Majority 54.5% of respondents were single and 45.5% of respondents were married.
- The study found that there is brand loyalty towards the prepaid and postpaid BSNL customers in Erode district at significance at 1% level.
- There is significant difference between the age group of customers with respect to opinion about the BSNL prepaid and postpaid mobile service providers in Erode district.

CONCLUSION

The present study has been made to identify the customer satisfaction and loyalty towards prepaid and postpaid BSNL customers in Erode district. The present study found that the customers of BSNL prepaid and postpaid opined that they are absolutely had brand loyalty and satisfied the services offered by BSNL mobile services in Erode District.

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