



## A STUDY ON CUSTOMER SATISFACTION TOWARDS BSNL NETWORK WITH REFERENCE TO COIMBATORE CITY

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**ABSTRACT** The study is to analyze number of private telecom service providers is increasing day by day. Therefore, BSNL should focus on strategies to come out with promotional measures so as to equally compete with the private service providers and to enhance their service activity to satisfy their customers. Private Service providers give variety of facilities to its customers than BSNL provide to its landline customers. Apart from this most of the customers opinion of that the monthly rent charged by the BSNL from its landline customers is too high. So, it is better to BSNL to reduce its monthly rent in such a situation in order to prevent customers from switching to other service providers.

**KEYWORDS :** promotional measures, situation, switching, facilities, equally compete

### 1.Introduction

In the modern world everything becomes close to everyone because of the development in the science & technology and also in the research & development. Innovation of latest product changes the life style of common man. in the dynamic environment it has become necessary to have competitive border over others in every area of life. Faster mode of communication for any reason can provide a solution for this A Few years back the telephone was considered to be an extra ordinary thing & status symbol; but now most of the people are using basic telephone services & also mobile phone has become a part of day today life. In India cellular phones were introduced in mid of the nineties in the metro cities but now most of the towns are linked by cellular network including remote villages. The overcoming of communication barriers has helped everyone to grow relationship with others. Information & ideas are being exchanged at a quicker rate in order to update & enhance & leading them to wealth. The study aims in shaping the satisfaction level of consumers towards BSNL covering the district of Coimbatore.

### 2.OBJECTIVES OF THE STUDY

- To study on the socio-economic characteristics of the respondents.
- To evaluate the factors influencing the customers.
- To analyzes the level of satisfaction among BSNL customers.
- To offer plan suggestions based on the price and network availability.

### 3.SCOPE OF STUDY

The scope of the study is to find out the customer's satisfaction level and market prospective with reference to BSNL, especially in Coimbatore city of Tamil Nadu. In the study, the customers' needs and wants are to be understood and steps to be taken in future to get better the satisfaction level are to be presented. If the company adopts the suggestions given by the customers as well as the recommendations given by the researchers, it can enjoyment the customers and retain them in the long run as fully satisfied. aims to appreciate the reasons behind the factors affecting customers satisfaction on BSNL landline and mobile phones services. The study is conducted around Coimbatore region covering over 50 customers and the data collected is based on the questionnaires prepared.

### 4.AREA OF STUDY:

The area of the study describes the perception about BSNL customer satisfaction.

### Sample Size:

The sample size of 50 respondents was selected in Coimbatore district for this study.

**Tools Used:** Percentage analysis and Rank Average Method is used.

### Data Analysis and Interpretation:

| S.no | Particulars | Classification | No.of.Respondents | Percentage |
|------|-------------|----------------|-------------------|------------|
|------|-------------|----------------|-------------------|------------|

|       |                           |                      |    |     |
|-------|---------------------------|----------------------|----|-----|
| 01    | Age Group                 | 18-25                | 13 | 26  |
|       |                           | 26-35                | 26 | 52  |
|       |                           | 36-45                | 11 | 22  |
|       |                           | 46-60                | 0  | 0   |
|       |                           | Total                | 50 | 100 |
| 02    | Gender                    | Male                 | 29 | 58  |
|       |                           | Female               | 21 | 42  |
|       |                           | Total                | 50 | 100 |
| 03    | Educational Qualification | School Level         | 6  | 12  |
|       |                           | Under Graduate       | 12 | 24  |
|       |                           | Post Graduate        | 18 | 36  |
|       |                           | Professionals        | 10 | 20  |
|       |                           | Others specify       | 4  | 8   |
| Total | 50                        | 100                  |    |     |
| 04    | Total members in family   | Upto 2               | 6  | 12  |
|       |                           | 2-4                  | 18 | 38  |
|       |                           | 4-6                  | 19 | 36  |
|       |                           | Above 6              | 7  | 14  |
| Total | 50                        | 100                  |    |     |
| 05    | Monthly Income            | Below Rs.5000        | 12 | 24  |
|       |                           | Rs.5000 to Rs.10000  | 19 | 38  |
|       |                           | Rs.10000 to Rs.25000 | 11 | 22  |
|       |                           | Rs.25000 to Rs.50000 | 8  | 16  |
|       |                           | Above 50000          | 2  | 4   |
|       |                           | Total                | 50 | 100 |
| 06    | Yearly Maintenance cost   | 500                  | 3  | 6   |
|       |                           | 500-1000             | 10 | 20  |
|       |                           | 1000-3000            | 28 | 56  |
|       |                           | Above 3000           | 9  | 18  |
|       |                           | Total                | 50 | 100 |

### Interpretation:

From the above table 1, it is clear that the general profile of the respondents shows that:

- 26% of the respondents are between 18-25 years, 26% are of 26-35 years, 22% are of 36-45 years and 0% are between 46-60 years.
- 58% of the respondents are male and 42% of the respondents are female.
- 12% of the respondents are at the school level, 24% of the respondents are at Under graduation level, 36% are Post Graduation level and 10% are professionals ,4% are other respondents.
- 12% of the respondents have a upto two members in family, 38% of the respondents have 2-4 members, 36% of the respondents have 4-6 members and 14% of the respondents have a total of 6

members and above.

- 24% of the respondents have a monthly income of below Rs.5,000, 38% of the respondents between Rs.5,000 to Rs.10,000, 22% of the respondents between Rs.10,000 to Rs.25,000 and 16% of the respondents between Rs.25000-Rs50000 and 4% have a monthly income of above Rs.50,000.
- 24% of the respondents do a monthly purchase ranging below Rs.2, 000, 36% of the respondents do between Rs.2, 001 to Rs.3, 000, 20% of the respondents do between Rs.3, 001 to Rs.4, 000 and 12% of the respondents above Rs.4, 001.
- There is no significant relationship between monthly income and amount of purchase of customers.
- There is no significant relationship between age group and buying behavior of customers.

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**Table no.2 Ranks given by the customers in respect of the reasons by which customers still have the landline connection, in this era of cell phones**

| Reasons   | Rank | 1  | 2  | 3  | 4  | Total | Mean | Rank     |
|---|------|----|----|----|----|-------|------|----------|
|   | X    | 4  | 3  | 2  | 1  |       |      |          |
| For Brand band Internet Connection                | F    | 12 | 15 | 13 | 10 | 50    | 0.26 | II Rank  |
|   | Fx   | 48 | 45 | 36 | 10 | 139   |      |          |
| For free calls                                    | F    | 6  | 19 | 20 | 5  | 50    | 0.24 | III Rank |
|   | Fx   | 24 | 57 | 40 | 5  | 126   |      |          |
| Convenience to old age/ Illiterate family members | X    | 22 | 11 | 9  | 8  | 50    | 0.28 | I Rank   |
|   | Fx   | 88 | 33 | 18 | 8  | 147   |      |          |
| Cheap means of Communication                      | F    | 10 | 8  | 15 | 17 | 50    | 0.21 | IV Rank  |
|   | Fx   | 40 | 24 | 30 | 17 | 111   |      |          |

It is clear from the above table that most of the customers are still having their landline connection because it is convenient to old age or illiterate family members.

**Findings**

- Majority (58%) of the respondents are male.
- Majority (52%) of the respondents are belonging to the age group of below 26 – 35 years.
- Majority (60%) unmarried of the respondents.
- Most (36%) of the respondents have qualified to post Graduate.
- Most (36%) of the respondents are home maker.
- Most (40%) of income respondents income level is between (10,000 – 25,000).
- Most (38%) of the respondents belongs to 2-4 members in a family
- Most (36%) of the respondents are using BSNL network in 5 – 8 years.

**5.SUGGESTION:**

- Respondents are not being learned about new schemes and services. Thus, BSNL may conduct more campaigns to make them aware of new schemes.
- Respondents' complaints are not being addressed instantly. So BSNL may take necessary steps in order to improve the customers' satisfaction
- More well skilled technicians and linemen may chosen by BSNL.
- BSNL may reduce the monthly rent charged by it from its customers
- BSNL may provide variety amenities to the existing subscribers for adding new customers to their basket

**6.CONCLUSION**

From the study it is identified that the service provided by BSNL is at satisfactory from telecommunication department and BSNL should take effective step for market their network in better manner . BSNL should act sharply and quickly to meet us customer demand, at the same time BSNL should change its technology and communicative modes along with competitors in the market. BSNL offered some attractive plans only for big player of the market which purchases the products in bulk so that small retailer of the market suffered from lack of demand and other problems. Pay attention to the competition Even if you are the industry leader pay attention to our competitors. We might be surprised what we can learn from other experts and then we can position our self competitively.

**REFERENCES:**

Books