Research Paper MANAGEMENT

Customers' Perception and Attitude of Landline Services of the Bsnl Limited In Erode Telecom District, Tamil Nadu

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ABSTRACT

Indian telecom industry is under heavy competition. The traditional telephone service is offered by the BSNL but at the same time, customers shift their choice to cellular service. The BSNL makes various steps to retain its landline customers.
The BSNL is crossing a crucial situation because surrenders of landline and getting mobile connections are increasing. So the functioning of the landline telecom service has been disturbed very much. The BSNL cannot close its traditional tele services because it has huge amount of investment [Rs.82,000 million] on this line. In this situation, the BSNL meets loss of income due to surrenders of landline phone connections by the customers and by switch over of the customers to cellular phones. In the light of these problems, the present study has been taken up.
The present research aims to identify the practical problems faced by the landline customers of Erode Telecom District, Tamil Nadu and studies the perception of landline customers and the attractive, discouraging and expectation factors in respect to the landline connection. Two types of variables are identified for the study such as personal variables and research variables. The personal variables include, age, educational qualification, annual income, etc. The research variables include deposit amount, free calls permitted, call rate, rental plans, billing system, mode of payment and voice clarity.

KEYWORDS PERCEPTION, ATTITUDES, CUSTOMER SATISFACTION,

INTRODUCTION

Communication has become one of essential parts of human life in these days. It is a basic requirement of human relations and it is one of infrastructural facilities to business world. Telecommunication is one of the forms of communication, which makes a world-wide net work to trade and commerce.

Telecom systems are generally designed by telecommunication engineers. Early inventors in the field include Alexander Graham Bell, Guglielmo Marconi and John Logie Baird. It is an important part of the world economy with the telecommunication industry's revenue being placed at just under 3% of the gross world product.

At present, service marketing plays a major role in the national economy. In the service sector, telecom industry is the most active and attractive one. Its wider usage in personal life of the people, business field, political and economic environment is a remarkable one. It has made the people as close with each other. Development of Science and Technology (S&T) especially drastic invention of software has made the dream of crossing national boundaries with ease modes into reality with the help of telecom instrument. Now, the telecom sector is the key area through which economic and industrial transformations take place in the world economy at large extent.

REVIEW OF LITERATURE Das and Srinivasan (2000) estimated the aggregate demand for telephone usage in India, by using both time series and panel data models. In time series model (using data from 1964 to 1997), demand for per capita metered call units was estimated as a function of price of per metered call unit, telephone density, share of services in GDP and per capita GDP. In panel data model (using pooled data for 19 states for the years 1992-93 to 1996-97), determinants of telephone usage were estimated in 'n' terms of price of metered call unit, telephone density and share of services in State Domestic Product. This survey disclosed the increased demand for telecom services in rural areas.

Manoj Rengarajan (2000) decided that the pressure for the consolidation of the telecom industry was driven by the increasing customer demands, falling tariffs, fast changing technologies and shift in competitive strengths. According to his observation, the global telecom market was undergoing a paradigm shift and the market was expected to be dominated by agile players that could capture and retain customer base and run business profitably after catering to an ever increasing demand for higher bandwidths from the heave usage segment.

OBJECTIVES OF THE STUDY

1. To analyse attitude of the customers towards the landline service of BSNL Ltd.
2. To examine the attractive, discouraging and expectation variables of the landline customers of BSNL Ltd. and
3. To render suitable suggestions for the development of landline service of the BSNL Ltd.

RESEARCH METHODOLOGY

Methodology is an attempt to validate the rationale behind the selected research design and provide justification of why it is appropriate in solving the selected research problem. Both types of data i.e., primary data and secondary data are used in this research. The objectives of the present research require primary data so that the questionnaire was constructed to achieve the objectives. Population of the study is the BSNL landline customers of Erode Telecom District of Tamil Nadu, India. The real sample size is 1,020 with the expectation of reliable results. Erode telecom district has two revenue districts viz., Erode and Gobichettipalayam. The hypotheses framed in the present study are tested with the help of appropriate statistical tools (ANOVA).

DATA ANALYSIS AND INTERPRETATION

In this section, the data collected from the 1,020 sample BSNL subscribers of Erode telecom district are systemically processed, tabulated and made suitable for analysis and interpretations.

TABLE - 1
AGE AND SATISFACTION VARIABLES

Satisfaction Variable	Sum of Squares	df	Mean Square	F	Sig
Call Rate	122.5	2	61.2	41.63	.00
	1496.32	1017	1.471		
Free Calls	330.7	2	165.3	126.0	.00
	1333.93	1017	1.312		
Rental Plans	214.1	2	107.0	85.9	.00
	1266.87	1017	1.246		
Billing System	6.462	2	3.231	2.27	.10
	1444.28	1017	1.420		
Mode of Payment	94.715	2	47.357	27.5	.00
	1748.22	1017	1.719		
Voice Clarity	5.951	2	2.975	2.40	.09
	1259.82	1017	1.239		

The table 1 indicates that among the different age groups out of 6 variables only two variables billing system and voice clarity were not statistically significant variations in the mean responses of the respondents.

TABLE - 2
EDUCATIOANL QUALIFICATION AND SATISFACTION VARIABLES

Satisfaction Variable	Sum of Squares	df	Mean Square	F	Sig
Call Rate	255.45	3	85.151	63.4	.0
	1363.38	1016	1.342		
Free Calls	713.35	3	237.78	253.9	.0
	951.36	1016	0.936		
Rental Plans	254.67	3	84.892	70.33	0
	1226.31	1016	1.207		
Billing System	261.72	3	87.241	74.5	.0
	1189.03	1016	1.17		
Mode of Payment	196.06	3	65.354	40.3	.0
	1646.87	1016	1.621		
Voice Clarity	361.77	3	120.593	135.5	.0
	903.99	1016	0.89		

The table 2 indicates that among the different educational qualification groups out of 6 variables all the variables were statistically significant variations in the mean responses of the respondents.

ANOVA TEST -III
INCOME AND SATISFACTION VARIABLES

Satisfaction Variable	Sum of Squares	df	Mean Square	F	Sig
Call Rate	461.42	4	115.35	101.1	.0
	1157.4	1015	1.14		
Free Calls	71.943	4	17.986	11.46	.0
	1592.7	1015	1.569		
Rental Plans	272.26	4	68.067	57.15	.0
	1208.7	1015	1.191		
Billing System	332.61	4	83.154	75.48	.0
	1118.1	1015	1.102		
Mode of Payment	165.14	4	41.287	24.97	.0
	1677.7	1015	1.653		
Voice Clarity	649.18	4	162.29	267.1	.0
	616.58	1015	0.607		

The table 3 indicates that among the different income groups all the 6 variables were statistically significant variations in the mean responses of the respondents.

SUGGESTIONS

1. The 'reconnection mela' held should be held in all areas of the country especially for backwards and rural areas.
2. It is important to contact institutional customers' particularly private sector organizations to induce them to get landline connection with all concessions.
3. The BSNL should attend the customers' grievances quickly.
4. The BSNL should make sufficient arrangements for the sake of convenience of the customers in the form of additional counters to collect the amount for the telephone bill.
5. Likewise, the disconnected lines should be paid with special attentions and the staff members should be sent to meet the ex-subscribers to convince them to get reconnection.
6. The BSNL should pay its attention for extension of the grace period for delayed or time barred payment of the telephone bill for the benefits of the low and middle income group of customers.

CONCLUSION

The landline customers of the Erode telecom district have their own likes and dislikes in using the landline service. The landline service is retained by the old age, illiterate and rural area customers for their convenience. The convenience in handling of the landline phone is in the sense of making calls and attending calls by the old age, illiterate and rural mass without much technical knowledge and it makes the landline phone alive. Apart from the concessions, offered by the BSNL for the benefits of the customers, the real reason for having the landline phone is the convenience. But, this situation can not prevail for a long period. Old generation is going on and the coming generations may entirely avoid such landline connections in future. So, the BSNL has to devise its marketing strategy very carefully immediately. For this, the BSNL may use its marketing and customer care staff to contact the customers directly. It is important duty on the part of the BSNL to consider the case of the dissatisfied customers carefully and steps should be taken to convert them as the satisfied customers. Then only, the BSNL can get survival and success in the lines of its traditional telephone.

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