

Customer Satisfaction towards BSNL in Salem City, Tamil Nadu

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Abstract - The 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. In the present scenario, the telecommunication is lifeblood for every business activities. Even in this industry there prevails a stiff competition between the service providers. The objectives of the study are to study the customer satisfaction level towards BSNL services; the influence of demographic variables of the respondents; usage level of various BSNL schemes; the operational performance. The major purpose of descriptive research is description of state of affairs, as it exists at present. Simple random sampling method is used to collect data. The size of the sample is 50. The respondents of the study are part of population of Salem city. Both primary and secondary data is used. The data has been mainly analyzed by using the Percentage analysis, Student 't' test and One way ANOVA 'F' test. most of the respondents are not much satisfied with the features of the phone provided by BSNL when compare to other private landline providers, significant weight age should be given by the BSNL. Most of the respondents are not aware of various schemes. It is identified that the service provided by BSNL is at satisfactory level to the respondent's. But most of the respondents are not satisfied with the features of the phone. BSNL should focus on the promotional measures as equal to the private service providers to enhance their service activity to satisfy their customers.

Keywords: Promotional Measures, Customer Satisfaction, Customer Perception

I. INTRODUCTION

Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals (Anad Kumar Jaiswal, 2008). In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. Therefore, it is essential for businesses to effectively manage customer satisfaction (Boshoff and Gray, 2004). To be able do this, firms need reliable and representative measures of satisfaction (Jha S.M, 2004). World Telecom industry is an uprising industry, proceeding towards a goal of achieving. Two third of world telecom connection (Amulya, M. Anand, D, 2011). Over the past few years information and Communications technology has changed in a dramatic manner and as a result of that World telecom industry is going to be a booming industry (Richard I. Levin and David S. Rubin, 2004). Substantial economic growth and mounting population enables the rapid growth

of this industry. The leading telecom companies like AT&T, Vodafone, Verizon, SBC Communications, Bell South, and Qwest Communications are trying to take the advantage of this growth. Customer Satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation (Cronii and Taylor, 1992). It is seen as a key performance indicator within business and is part of the four perspectives of a Balanced Score card. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy (Cronin J.J., Taylor S.A., 1992). There is a substantial body of empirical literature that establishes the benefits of customer satisfaction for firms (Mc Doughall G. and Lavesque, T, 2000). There was a time when customers were less critical and vocal if not totally satisfied when dealing with a business (Churchill and Surprenant, 1982). This is not the case today. Today, customers are becoming increasingly more demanding, less tolerant and very critical when not having their expectations met (Parasuraman A., Zeithammal V. and Berry C., 1988). There was a time when the choices available on where and who to deal with was limited. The power belonged to the business owner, customers had nowhere else to go and therefore customer satisfaction was not so important (Yuksel and Rimmington, 1988). Today, customers have lots of choice on where and who to deal with. As a result the power has now shifted to the customer (Philip Kotler, 1993). If they feel you can not satisfy their expectations they will simply vote with their feet and deal with someone who will.

II. REVIEW OF LITERATURE

Debnath (2008) this study explains that the prime focus of the service providers is to create a loyal customer base by benchmarking their performances and retaining existing customers in order to benefit from their loyalty. With the commencement of the economic liberalization in 1991, and with a view to expand and improve telecom infrastructure through the participation of the private sector, the Government of India permitted foreign companies holding 51 percent equity stake in joint ventures to manufacture telecom equipment in India. The Indian Government has announced a new policy, which allows private firms to provide basic telephone services (Cronin J.J and Taylor S.A., 1992). There had been a monopoly of the state-owned

department of telecommunications. However, several companies are expected to benefit from the policy change. Kalavani (2006) in their study analyzed that majority of the respondents have given favorable opinion towards the services but some problems exist that deserve the attention of the service providers. They need to bridge the gap between the services promised and services offered. The overall customers' attitude towards cell phone services is that they are satisfied with the existing services but still they want more services to be provided.

III. OBJECTIVES OF THE STUDY

1. To identify the customer satisfaction by BSNL.
2. To identify what kind of offers customer needs.
3. To know the customers aware of the BSNL new offers.

IV. RESEARCH METHODOLOGY

Methodology is a way to systematically solve the research problems. It explains the various steps that are generally adopted by a researcher in studying the research problem with logic behind them. The research design is the basic framework or a plan for a study that guides the collection of data and analysis of data. In this market survey the design used is used descriptive research design. It includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of state of affairs, as it exists at present (Kothari C.R, 2004). The information are collected from the individuals and analyzed with the help of different statistical tools, to find the satisfaction level of customer. Moreover cross table analysis has been done for processing the data and information is derived to attain the objectives of the study. Since the population of Salem City is large in number, researcher was unable to collect information from all individuals due to limitation of time. So part of the population is taken for analyzing and generating the findings, which is applicable for total population. Simple random sampling method is used to collect data. Data has been collected from the sample chosen from the directory randomly. The size of the sample is 50, and factors to be considered are time, cost and effectiveness etc. Under this study primary data was collected by using structured questionnaire. The structured questionnaire consists of both open-ended and closed-ended questions. The primary data has been collected through the questionnaire by means of personal interview. The questionnaire consists of number of questions printed in a definite order on a form. The primary data was collected from individuals residing in Salem City, with the help of questionnaire. The secondary data are sourced from various telecommunication websites, Magazines, Books, Pamphlets, and Periodical Surveys etc. The data has been mainly analyzed by using the following methods and tests.

1. Percentage analysis,
2. independent sample 't' test and
3. Oneway ANOVA 'f' test.

V. DATA ANALYSIS AND INTERPRETATION

TABLE I PERCENTAGE ANALYSIS OF PERSONAL PROFILE

Particulars	No. of respondents	Percentage
Gender		
Male	28	56
Female	22	44
Marital status		
Married	36	72
Unmarried	14	28
Annual income		
Below Rs.100000	13	26
Above Rs.100000	37	74
Total	50	100

The above percentage analysis table I indicates that more than half (56 per cent) of the respondents were male and remaining 44 per cent were female. Vast majority (72 per cent) of the respondents was married and remaining 28 per cent were unmarried. Vast majority (74 per cent) of the respondents annual income range of above Rs.100000 and remaining 26 per cent were below Rs.100000.

TABLE II LEVEL OF CUSTOMER SATISFACTION

Particulars	No. of respondents	Percentage
Highly Satisfied	29	58
Satisfied	14	28
No opinion	2	4
Dissatisfied	2	4
Highly Dissatisfied	3	6
Total	50	100

The above percentage analysis table II shows that more than half (58 per cent) of the respondents were highly satisfied about overall customer satisfaction, 28 per cent were satisfied, 6 per cent were highly dissatisfied and remaining each 4 per cent were no opinion and dissatisfied.

TABLE III DIFFERENCE BETWEEN GENDER, MARITAL STATUS AND ANNUAL INCOME AND THEIR LEVEL OF CUSTOMER SATISFACTION

Level of Customer Satisfaction	n	Mean	S.D	Statistical Inference
Gender				
Male	28	3.27	0.917	t=1.176 df=48 p>0.05 Not Significant
Female	22	3.19	0.762	
Marital status				
Married	36	3.89	0.892	t=0.997 df=48 p>0.05 Not Significant
Unmarried	14	3.23	0.823	
Annual income				
Below Rs.100000	13	3.71	0.786	t=1.012 df=48 p>0.05 Not Significant
Above Rs.100000	37	3.88	0.811	

The above student t' test analysis table III shows that mean and S.D values in there is no significant male (n=28) 3.27 ± 0.917 and female (n=22) 3.19 ± 0.762 , married (n=36) 3.89 ± 0.892 and unmarried (n=14) 3.23 ± 0.823 , below Rs.1,00,000 (n=13) 3.71 ± 0.786 and above Rs.1,00,000 (n=37) 3.88 ± 0.811 and their overall customer satisfaction. Therefore there is no significant difference between gender, marital status and annual income and their overall customer satisfaction.

VI. SUGGESTIONS AND CONCLUSION

Most of the customers are not aware of the phone plus facility, steps to be taken to create awareness about these facilities. It is inferred that most of the respondents are not much satisfied with the features of the phone provided by BSNL when compare to other private landline providers, significant weight age should be given by the BSNL. Few of the respondents are satisfied with call connectivity. It is suggested to the company to give importance to that and make the entire customer to be satisfied. The demographic variables occupational status, monthly income level has relationship with the overall satisfaction level. So it is suggested while making changes in service/tariff these factors to be considered. The service providers could focus the crew around the existing subscriber for adding new clients to their basket. Most of the respondents are not aware of various schemes. So it is suggested to the service provider to give more weight age to know about various schemes. From the study the influence of demographic variables in the level of satisfaction yielded by the user as well as the behavioral pattern of the user is analyzed in this study. It is identified that the service provided by BSNL is at satisfactory level to the respondent's. But most of the respondents are not satisfied with the features of the phone. BSNL should focus on the promotional measures as equal to

the private service providers to enhance their service activity to satisfy their customers.

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