

# A Study on Overall Customer Attitudes towards BSNL Mobile Service Provider in Kanyakumari District

M.R. PREMA, Guest Lecture, Sree Devi Kumari Women's College, Kuzhithurai, Kanyakumari, India.

**ABSTRACT** - The mobile phone services in India have witnessed the extraordinary change over the past few decades. The trend for mobile phone services in India is increasing considerably. Keeping the high consumers demand into thought, many big players like BSNL, Reliance, Airtel, Vodafone, Tata Indicom, Virgin Mobile etc., has launched their services in the market. Mobile phone service has brought wonderful change in day-to-day activities of common people to businessmen. Mobile phone as a medium is growing fast with its easy accessibility and reach. It is not just telecom centric. From a communication tool, it has emerged as a device for all purposes. The mobile phone itself has also become a totemic and fashion object, with users decorating, customizing, and accessorizing their mobile phones to reflect their personality.

**Key words:** Overall Attitude, BSNL and Mobile Phone Service

## I. INTRODUCTION

Tele-communication industry being the second most populous country in the world, India is set to achieve another record of having half a billion wireless connections, thus bags the distinction of being the second largest group of mobile phone users after China. Twenty years ago, mobile phones were considered to be rare and costly pieces of tools used by businesses to a pervasive low-cost personal item but now it has become an ordinary household item. Building trust and adapting to the individual and local needs of the community are the critical success factors for the diffusion and success of cutting-edge information and mobile phone technology. With the introduction of private sector, mobile Phone service provider in the state the rivalry in the mobile phone industry has increased significantly. The mobile industry is huge in India: as there are 862 million mobile users, having 67 per cent penetration rates and an expected 88 per cent penetration rate by 2019.

## II. OBJECTIVES

The important objectives of the study are,

- ❖ To study customer satisfaction towards service offered by BSNL service provider.
- ❖ To study the consumer overall attitudes to BSNL mobile phone services in the study area.
- ❖ To study problem faced by the consumer in BSNL mobile phone net work service.

## III. HYPOTHESIS

- ❖ There is no significant difference between gender and level of satisfaction towards BSNL services.
- ❖ There is no significant relationship between gender and problems faced by BSNL subscriber.

- ❖ There is no significant relationship between profile variables and overall attitude towards BSNL services.

## IV. METHODOLOGY

The study mainly faced on both primary and secondary data. The primary data is collected from the sample respondents in Kanyakumari district. The secondary data is collected from published and unpublished sources, the published sources like journals, magazines, books, Internet etc. The stratified random sampling technique is used to select the customers in BSNL mobile phone service users. The total sample size was fixed at random basis. The total sample size is 250.

## V. DATA ANALYSIS

Everybody in this world is a consumer. All consumers are buyer and all buyers are not consumers. In this section, the customer attitudes towards the BSNL services are analyzed. For this purpose a survey was conducted among 250 samples respondents with the help of the structured interview schedule. For collecting the data the researcher has directly contact the respondents and collected necessary data those who are use the BSNL services. The collected data are processed with the help of SPSS packages and results are shown in subsequent paragraph.

### 5.1 SATISFACTION TOWARDS SERVICES OFFERED BY BSNL

The satisfaction towards service offered by BSNL services are analyzed with the help of t-test. To know the satisfaction towards service offered by BSNL, 9 variables have been identified as variables in satisfaction towards service offered by BSNL. These are SMS facility, Roaming facility, Second, Minute, Student back, Net card, 4G, Full talk time, additional validity. The 't' statistics have been computed to find out the significant difference between the

male and female respondents regarding satisfaction towards service offered BSNL. The results are shown in table.1

**Table.1 Satisfaction towards service offered by BSNL**

Sl.No	Factors	Mean Score		t-test
		Male	Female	
1	Second Plan	3.7632	3.9362	-.892
2	Minute Plan	3.8937	3.9536	.176
3	Yearly Unlimited Plan	5.4157	4.7579	2.847*
4	4G	4.9472	4.5851	1.611
5	Student Back	4.6763	4.7590	-2.792*
6	SMS Facility	5.2985	5.5239	-1.423
7	Full Talk Time	4.2850	4.4726	-.572
8	Net Card	5.3712	5.2596	.819
9	Additional Validity	3.6339	3.6927	1.120

Source: Primary data, \*Significant at 5% level

Table.1 the higher level of satisfaction towards service offered by BSNL among the male respondents is identified in Yearly Unlimited Plan, Net Card, SMS Facility, since the respective means scores of 5.4157, 5.3712 and 5.2985 respectively among the female respondents these are SMS Facility, Net Card, 4G since the receptive means score are 5.5239, 5.2596 and 4.7590 respectively. Regarding the satisfaction towards services offered by BSNL the significant difference among the male and female respondents is identified in yearly unlimited plan and 4G since the respective 't' statistics are significant at 5 per cent level.

**5.2 OVERALL ATTITUDES:**

The respondents selected for the study are classified according to overall attitude of BSNL services. The overall attitude of BSNL services are shown in table.2

**Table.2 Overall attitudes to BSNL services**

Sl.No	Factors	No.of. Respondents	Percentage
1	Highly Satisfied	56	22.4
	Satisfied	116	46.4
2	Neutral	60	24.0
3	Dissatisfied	10	4.0
4	Highly Dissatisfied	8	3.2
<b>Total</b>		<b>250</b>	<b>100</b>

Source: Primary data

From the table.2 shows that out of the 250 respondents, 56 (22.4 per cent) respondents are highly satisfied with overall attitudes of BSNL services, 116 (46.4 per cent) respondents are satisfied with overall attitudes, 60 (24 per cent) of the respondents are neutrally satisfied with overall attitudes, 10 (4 per cent) of the respondents are dissatisfied with overall attitudes and the remaining 8 (3.2 per cent) of the respondents are highly dissatisfied with the overall attitudes of BSNL services.

**5.3 PROBLEM FACED BY CUSTOMERS:**

The problem faced by the customers is analyzed with help of t-test. To know the problem faced by the customers, 5 variables have been identified as variables problem faced by the customers. These are network problem, coverage problem, high charges for cell, poor services and low

quality. The 't' statistics have been computed to find out the significant difference between the male and female respondents, regarding problem faced by the customers. The results are shown in table.3

**Table.3 Problem faced by BSNL service customers**

Sl.No	Factors	Mean Score		t-test
		Male	Female	
1	Net Work Problem	4.7292	4.2428	-.097 <sup>NS</sup>
2	SMS Disturbances	2.9461	2.8654	1.118 <sup>NS</sup>
3	Coverage Problem	4.6842	4.5829	1.280 <sup>NS</sup>
4	High Charges	4.3920	4.1553	1.280 <sup>NS</sup>
5	Frequently Recharge	3.7652	3.5694	1.160 <sup>NS</sup>
6	Poor Service	2.8654	2.1461	-.927 <sup>NS</sup>
7	Low Quality	3.7635	3.6358	-.425 <sup>NS</sup>

Source: Primary data, \* Significant at 5% level

Table.3 the higher level problem faced by male respondents is identified in net work problem since the respective means scores is 4.7292. Among the female respondents these are coverage problem since the respective means scores is 4.5829. Problems faced by the customers the respective 't'-test are not significant at five percent level.

**5.4 PROFILE VARIABLES AND OVERALL ATTITUDE:**

The overall towards BSNL service are analyzed with the help of chi-square test. The overall towards BSNL service of the respondents are compared with their demographic variables to identify whether any association between these two factors. The results of chi-square analysis with different demographic variable are deals with subsequent paragraph.

The personal variables of the respondents are compared with overall attitude towards mobile phone service providers.

**Table.4 Profile variables and overall attitude towards mobile phone service providers**

Factors	Test Statistics	Value	DF	Hypothesis
Age	Pearson Chi-square	22.625	9	Rejected
	Likelihood Ratio	29.425	9	
	Linear -by linear association	10.281	1	
Sex	Pearson Chi-square	5.638	3	Accepted
	Likelihood Ratio	5.969	3	
	Linear -by linear association	.643	1	
Marital	Pearson Chi-square	14.597	3	Rejected
	Likelihood Ratio	15.427	3	
	Linear -by linear association	8.023	1	
Occupation	Pearson Chi-square	22.649	6	Rejected
	Likelihood Ratio	28.775	6	
	Linear -by linear association	6.438	1	
Income	Pearson Chi-square	18.927	9	Rejected
	Likelihood Ratio	21.326	9	
	Linear -by linear association	9.034	1	

Source: Computed data

From the above analysis the calculated value of chi-square is greater than the table value at 5 per cent level of

significant. Hence the hypothesis is rejected. Therefore there is association between age, marital status, occupation, income and overall attitude towards mobile phone services. Thus the age, marital status, occupation, income of the respondents are impact the mobile services. But at the same time sex, the calculated value of chi-square is less than the table value at 5 per cent level of significant. Hence the hypothesis is accepted. Therefore there is no association between sex and overall attitude towards mobile services. Thus the sex of the respondents does not impact the mobile services.

## VI. FINDINGS

- ❖ The study shows that the higher level of satisfaction towards service offered by BSNL among the male respondents is identified in Yearly Unlimited Plan since the respective means scores of 5.4157, among the female respondents is identified in SMS Facility since the receptive means score is 5.5239.
- ❖ Regarding the satisfaction towards services offered by BSNL the significant difference among the male and female respondents is identified in yearly unlimited plan and 4G since the respective 't' statistics are significant at 5 per cent level.
- ❖ The study expresses that out of the 250 respondents, 56 (22.4 per cent) respondents are highly satisfied with overall attitudes of BSNL services.
- ❖ The study reveals that the higher level problem faced by male respondents is identified in net work problem since the respective means scores is 4.7292. Among the female respondents these are coverage problem since the respective means scores is 4.5829.
- ❖ The study shows that the calculated value of chi-square is greater than the table value at 5 per cent level of significant. Hence the hypothesis is rejected. Therefore there is association between age, marital status, occupation, income and overall attitude towards mobile phone services.

## VII. SUGGESTIONS

The important suggestion is as follows

- ❖ The mobile internet operation of BSNL services is very bad when compared to other services like Airtel and Reliance JIO. Hence the government steps taken to improve the internet service to attract the new generate customers.
- ❖ BSNL mobile phone service providers must avoid the unnecessary SMS and calls send to the customer. It will irritate the customer in many time so that it will avoided by BSNL service provider.
- ❖ BSNL service providers extend the friends and family services to 10 to 15 customers in order attract the number of new customers.

- ❖ BSNL mobile phone service provider must reduce the rent of prepaid services in order to increase number of prepaid customers.

## VIII. CONCLUSION

There is heavy competition faced by BSNL from other cell phone service providers. So, the company should decide its future plans very carefully. It may implement attractive sales promotional activates in and around Kanyakumari district market expansion is possible since the area has the potential. Demand for cellular services increases day by day. The BSNL service providers should use this factor in its favour. The study concluded that the higher level of satisfaction towards service offered by BSNL among the male respondents is identified in Yearly Unlimited Plan since the respective means scores of 5.4157, among the female respondents is identified in SMS Facility since the receptive means score is 5.5239. The study further says that 56 per cent of the respondents are highly satisfied with overall attitudes of BSNL services. Finally, the overall costumer attitudes towards BSNL mobile service are not bad in Kanyakumari District.

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