

A STUDY ON CONSUMER SATISFACTION WITH REGARDS TO BSNL BROADBAND CONNECTIVITY IN AHMEDABAD CITY

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Abstract

Customer satisfaction is defined as the way that customer usually view or feel about certain services and products. Internet Broadband services providers are of paramount importance in the developing economy of India. Many Internet Broadband service providers are offering various services in the market. Customer satisfaction with regards to Broadband services is resulting from the evaluation of service provided by an ISP to an individual in relation to expectations. This study is mainly focused to understand the Consumer satisfaction with regards to of BSNL Broadband services in Ahmedabad. The outcomes of this survey can be used by the BSNL, for understanding the customers satisfaction in respect to Broadband services and add value to their customers to increase their market share and Brand Image. This paper also attempts to understand the brand awareness, competitive strength of the company and problems faced by the customers, which helps the company to take appropriate measures to solve the problems. The Primary data was collected through survey method and was analyzed with the help of various statistical tools to draw meaningful conclusion.

Keywords: Customer satisfaction, Broadband

Internet communication in India is growing rapidly, along with the boom of wireless communication. Broadband Internet access is on the ascent, in spite of the fact that the present entrance rate is low. The Indian broadband segment has an incredible chance to develop, because of a substantial populace and the developing economy. E-government services, e-health, e-education, and many other online services such as online video, music downloads, and online gaming is driving broadband adoption in India.

Peoples are getting to be occupied day by day and more professional than before. They need to share more information to each other because demography has changed due to the era of globalization. Broadband has presented an enormous change in the communication segment in our nation. It has changed the communication structure also. People in different occupation and pay scale levels are using broadband intensively for their occupational purpose and personal purpose as well.

The present study under the title "A Study on Consumer Satisfaction with Regards to BSNL Broadband Connectivity in Ahmedabad City" is mainly undertaken in order to identify the reason for preferring BSNL broadband services and also to find out the level of expectation and satisfaction of the consumer with regard to the tariff plan, charges and other services offered by the BSNL broadband network.

Research Objective

To find out the demand for BSNL broadband; To study the level of customer satisfaction in BSNL broadband connectivity; To find out the awareness about the schemes of BSNL broadband connection

Research Hypothesis

There is a significant association between monthly income and BSNL Broadband Satisfaction.; There is a significant association between monthly income and monthly expenditure on BSNL broadband connectivity.; There is a significant association between monthly income and BSNL Broadband Rate comparison with other providers

Research Methodology

The entire research was conducted based on convenience sample of broadband users in Ahmedabad by using a questionnaire survey.

Sample Size

100 respondents were surveyed for this study and data collection was based on both close-ended. The researcher used convenience sampling method in data collection.

Tools for Analysis

There are many techniques which may be used for analyzing the customers' satisfaction. The researcher used SPSS packages with percentages, and chi-square.

Literature Review

M. Muthumani, Dr. N. Thangavel, Dr. Y.L.Choudary conducted "A study on Consumer Preference on broadband Connections and Buyer Behavior towards Reliance in Chennai City, to identify the primary use of a broadband connection, and to identify the brand preference over the competing brands and their services. His findings were 35.5% of the respondents use the same brand from 1-2 Years and 32% of the Respondents use the same brand for more than 2 Years.

Dr. Pratyush Tripathi Professor, VNS Business School, Bhopal Prof. Satish Kr. Singh Associate Professor, TIT-MBA, Bhopal (M.P.) conducted "An Empirical Study of Consumer Behavior towards The Preference and Usage of broadband Services in Bhopal" To identify and analyze the factors which impinge on to the satisfaction level of the customers of broadband services, to examine and understand the attitude customer towards various broadband Connection services and identify the factors motivating them to select the brands. His findings were Income being directly related with consumption is one of the determining factors of consumption.

Dr. Mohd Rafi Bin Yaacob conducted "A study on determinants of Customer Satisfaction towards Broadband Services in Malaysia", to examine association between level of customer's satisfaction of broadband service with price factors. To determine the customer's satisfaction level on stability of

broadband services and his findings were broadband customers were price sensitive and higher pricing from each broadband provider would lead to low demand. It was easy for them to get connected at anytime and anyplace, the stability of internet service was important to them and they would consider changing to other broadband service provider due to stability factor.

Muhammad Sabbir Rahman, Md. MahmudulHaque& Abdul Highe Khan “A Conceptual Study on Consumers’ Purchase Intention of Broadband Services” to assist broadband internet service providers to understand how technical and functional quality, peak experience can contribute to understand the consumer’s behavioral intention in selecting a broadband service operator’s services.

Abdur Rahman BRAC Business school BRAC university conducted “A study on customers satisfaction level of prepaid subscribers of airtel broadband in Bangladesh limited” The broad objective of this report is to find out the customer satisfaction level of Airtel broadband prepaid customers and to figure out specific areas of dissatisfaction of Airtel prepaid users. His findings were the major areas for customer satisfaction are the availability of the recharge card / load for prepaid, the affordability of new prepaid connection tariffs, features of the prepaid packages, value added services , customer services through customer care line , after sale services, etc. the study revealed airtel to upgrade its network coverage as soon as possible.

G.RAMDOSS, MEMBER FACULTY, VELLS UNIVERSITY, conducted “A study on customer satisfaction of broadband services in Tamilnadu, India” This study emphasis has been laid over the comparative performance analysis of telecom companies AIRTEL and BSNL by using primary sources of data in Vellore district of Tamilnadu. His findings were network performance, reliability, and availability and that BSNL must improve their operating network system and performance.

V.VaratharajAsst.professor in management, S.Vasanth Associate professor in management, R.Varadharajan associate professor in statistics, school of management studies, VELLS university,conducted “An empirical view on customer satisfaction and satisfaction towards BSNL broadband connection in Chennai city” their main objectives were to study the customer satisfaction and satisfaction towards BSNL broadband connection in Chennai city, and to identify the factors that influences the customer to select BSNL broadband services, to suggest strategies to improve the service of BSNL broadband. They found that respondents were satisfied with brand image, additional services, cost, advertisements,and accessibility.

Padma K. JHA (2010) conducted “A study on consumer behavior of Airtel broadband services” the main objectives were to analyse the satisfaction level of customers towards Airtel broadband services and to find out the consumer awareness. His findings were sixty eight percent people are aware of Airtel broadband. Airtel subscribers are very much satisfied by the services and don’t want to switch over to other brands.

Data Analysis

Frequency Analysis

Demographic variables	Frequency	Percentage (%)
Age(n=100)		
<25	40	40%
25 – 40	45	45%
41 – 55	8	8%
56 – 70	4	4%
>70	3	3%
Gender		
Male	58	58%
Female	42	42%
Educational qualification		
HSC	21	21%
Undergraduate	25	25%
Postgraduate	31	31%
Professionals	23	23%
Occupation		
Students	28	28%
Employees	29	29%
Professionals	23	23%
Businessmen	20	20%
Family monthly income		
Below 10000	15	15%
10000 – 20000	23	23%
Above 20000	62	62%

Majority of the respondents (58) were male which accounted for 58% as compared to female 42%. The percentage of HSC, under graduate, post graduate, and professionals were 21%, 25%, 31%, 23% respectively. In terms of occupation 28 % of respondents were students, 29% of respondents were employees, 23% of respondents were professionals, and 20% of respondents were businessmen. As far as monthly income was concerned, out of 100 respondents majority of the respondents (62) have the monthly income of more than Rs.20000.

Chi – Square Analysis

A. Monthly Income and Monthly Expenditure over Internet

INCOME LEVEL & EXPENDITURE	Exp. Less than Rs. 250	Exp. Rs 250- 500	Exp. Rs 500 – 1000	Exp. Rs above 1000	Total	Chi - square
Below 10000	5	8	1	1	15	32 DF 6 Sig 0.000
10000 – 20000	3	11	5	4	23	
Above 20000	1	13	36	12	62	
Total	9	32	42	17	100	

Null Hypothesis (H0); There is no association between monthly income and monthly expenditure over internet.

Alternative Hypothesis (H1); There is a significant association between monthly income and monthly expenditure over internet.

The calculated chi square value is 32 which are greater than the table value (12.5916) therefore the null hypothesis is rejected. In other words there is an association between the monthly income and monthly expenditure over internet.

B. Monthly Income and BSNL Broadband Satisfaction

Income of the Family					Tot al	Chi - square
	Satisfac tory	Not Satisfac tory	Por	Excell ent		
Below 10000	13	1	2	0	16	
10000 – 20000	54	8	8	2	72	3.508 _{NS}
Above 20000	7	2	3	0	12	-0.774
Total	74	11	13	2	100	

NS - Not Significant

Null Hypothesis (H₀); there is no association between monthly income and BSNL Broadband Satisfaction.

Alternative Hypothesis (H₁); there is a significant association between monthly income and BSNL Broadband Satisfaction.

Based on Chi square value Null hypothesis is accepted and it can be concluded that there is no association between monthly income and BSNL Broadband Satisfaction.

C. Monthly Income and BSNL Broadband Rate comparison with other providers

Income of the Family			Total	Chi - square
	Yes	No		
Below 10000	10	5	15	
10000 – 20000	45	23	68	1.208 _{NS}
Above 20000	6	6	12	-0.547
Total	61	34	95	

NS - Not Significant

Null Hypothesis (H₀); there is no association between monthly income and BSNL Broadband Rate comparison with other providers.

Alternative Hypothesis (H₁); there is a significant association between monthly income and BSNL Broadband Rate comparison with other providers.

Based on Chi square value Null hypothesis is accepted and it can be concluded that there is no association between monthly income and BSNL Broadband Rate comparison with other providers

Findings

From above data analysis tables it can be seen that 40% of the respondents purchased their broadband at the initial cost of Rs.1500 – Rs.2500. 65 % get information about offers from internet. 42% percent of the respondents' monthly expenditure over internet is between Rs.500 to Rs.1000. 50% of the respondents are using postpaid plans and 50% of the respondents are using prepaid tariff plans. 39% of the respondents are using their internet connection for less than 2 years. 35% of the respondents are using their internet connection for business purpose. Based on Chi square value Null hypothesis is accepted and it can be concluded that there is no association between monthly income and BSNL Broadband Rate comparison with other providers. Based on Chi square value Null hypothesis is accepted and it can be concluded that there is no association between monthly income and BSNL Broadband Satisfaction.

Discussion

Broadband services are considered as a pretty new technology that existed for the past few years. Broadband services are only

getting more public awareness recently with the encouragement by government as well as aggressive promotional activities by internet service providers. Based on our literature review, there are three constructs of price, speed and stability which were expected to influence the customers' satisfaction level when adopting broadband services. Due to liberalization, privatization and globalization, the competition among companies increased. So it is a must for the firm to improve its services to maintain its current customers and also give intensive training for the staff in service department.

Most of the people prefer BSNL services for quality. The people not aware of the products offered by BSNL. So the company has to concentrate on creating more awareness to the public there by it will help to achieve the mission of the BSNL Broad Band services.

Suggestions

More advertisement should be given, so that the consumers will come to know about new plans and offers.; Employees working in front offices should be more energetic, should be always show patience to hear the customers.; BSNL broadband services should provide high speed and ensure trust worthiness to the consumer to make the consumers satisfied.; Customers should be more educated with BSNL services & tariffs.; Income does not seem to play major role in their satisfaction with regard to Broadband services.

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