

CUSTOMER PERCEPTION TOWARDS MOBILE SERVICES – A CASE STUDY OF BSNL IN BHAVANI TOWN

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Abstract - Telecom is one of the fastest-growing industries in India and as the second largest market in the world. The BSNL is one pioneer and the largest segment in the telecom industry. Customer perception is the primary goal of every business organization. As the rapid changing business scenario for the entire transaction activities begins and ends with the customer. This study aims to focus that to identify the perception level of the customers on BSNL mobile service provider. So, it is very essential for the service provider to understand the influence of various Demographic variables that influence the perception and satisfaction level to win the hearts of the customers. For the purpose, a survey based descriptive research design adopted to conduct for this study in Bhavani Town. The Simple Random Sampling Method is used to collect data and to be collected from 91 sample respondents through a structured questionnaire. The data has classified and analyzed using percentage analysis, cross tabulation and chi-square analysis. The study find that demographic perception of the respondents were identified their choosing in the mobile service provider. The demographic factor does not influence the perception of the respondents in the BSNL mobile service provider. The study concludes that the service provided by BSNL is at the satisfactory level to the respondents. BSNL should focus on the promotional measures competitive to the private sector service providers, to enhance their service activity for the satisfaction of the customers.

Key Words: *Customer Perception, Telecommunication, BSNL, Promotional measures, Service Provider.*

1. INTRODUCTION

Telecommunication is the primary and only the source to connect the world and the essential factor in the progress of social-cultural, Commercial and Economical activities. The progress of the telecom sector and create infrastructure, to play a greater role and meet out the needs of people. The term 'Telecommunication' includes

a very wide diversity of services such as sound, television space communications, broadcasting, and mobile communications. There are large telecommunication networks belonging to railways, defense and Para-military organizations, law and order services (police etc), public utility organizations like electricity grids, transport organizations, municipal services, national and international telecommunications also provide service to Public sector as well as private sector. Despite huge development of telecom industry in India since independence, the services to provide public and utilize the same as much as below the world standards. The Government of India has announced as telecommunication was one of the primary infrastructure sector of our country. Under the Government policy of economic liberalization, privatization and competition in India, private sector has been allowed to enter the public telecommunication field with the goal of making the telecommunications, to be reach all the sector, achieve universal service covering all villages with world class standards.

2. REVIEW OF LITERATURE

A literature review is a narrative and give the guidelines with the help of relevant research topic and field. A critical literature review is a vital evaluation of the relevant literature. Harvinder Singh [1] in his study, "Mobile Telephony Need to Knock Multiple Doors" concluded that, Mobile telephony in India has been tremendous growth in terms of subscriber base, tele-density, and usage, in the past six years, but it has not translated into a high Average Revenue per User (ARPU). The mobile service provider has offer the differentiation of the services to public and give the value added services that will increase and give the new avenue to increase and achieve the growth. These alternative streams enhance the revenue and the tariff to the public at very low cost.

Smruti Bulsari [2] in his study pointed out that Enhancement of National Telecom Policy and it changes of telecom sector of Gujarat. There has been a significant development in the telecommunication sector in the past decade. The National Development Policy has given the chance with the liberalization policy initiated and revised the thrust areas with the changes in technology and give value added services with mobile services. These inception has a significant growth and faster development in the telecommunications sector and estimate the growth of 9.6 per cent in the state of Gujarat.

Kalpna and Chinnadurai [3] in their study titled "Promotional Strategies of Cellular Services: A Customer Perspective" analyzed that the increasing competition and changing taste and preferences of the customer's all over the world are forcing companies to change their targeting strategies. The study depicts that the customer attitude and their satisfaction towards the cellular services in Coimbatore city. It was found that advertisement play an important role in influencing the customers as well as their opinion for promotional strategies of cellular companies are focused only through sale oriented rather than customer oriented. Fernandez [4] in their study titled "Understanding Dynamics in an Evolving Industry: Case of Mobile VAS in India" analyzed that Mobile Value Added Services (VAS) is a rising star in the fast growing wireless business. An attempt has been made at understanding the strategic dynamics of the evolving environment, focused with the Indian players for operating, challenges and structure of the customer attitude. While the value chain of industry is most complicated yet one can observe the nature of purchasing powers between mobile network operators and content aggregators.

Debnath [5], in his study, he explained 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 inception of LPG in 1991, and with a view to expand and improve telecom infrastructure has opened a great chance to the participation of the private sector, and also 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 changing of the existing policy, which allows private firms to provide

communication services and eradicated the monopoly of the state-owned telecommunication sector. These changes has been benefited with many companies and enhancing the industrial growth. Kumar [6], in their study titled "Customer Satisfaction and Discontentment vis-a-vis BSNL Landline Service: A Study" analyzed that at present, services marketing plays a major role in the national economy. In the service sector, telecom industry is the most attractive and active participation with the customer support. Even though the telecom industry is growing hastily, India's telecom density is less than the world's average. This study also identifies the perception level of customer and analyze the switching over behaviour of the customer. The switch over of the other mobile customer has highly affected by the BSNL and focused more alert to run its business and survive in the market.

Seth et al [7], in their study titled "Managing the Customer Perceived Service Quality for Cellular Mobile Telephone: an Empirical Investigation" analyzed that there is relative importance of service quality attributes and showed that responsiveness is the most importance dimension followed by reliability, customer perceived network quality, assurance, convenience, empathy and tangibles. The identifiable resources as much as concern to focus the need of the customer. The study concludes that the development of a consistent and suitable instrument for assessing customer perceived and expected with the service quality for cellular mobile services. Jessy John [8] in his study "An analysis on the customer loyalty in telecom sector: Special reference to Bharath Sanchar Nigam limited, India" concluded that, The purpose of this paper was to investigate the factors that influence customer loyalty of BSNL customers. The factors that influencing the switching over with mobile service is regarding image, relationship with friends, trustworthiness, more value added services and network coverage. The favorable aspects of the switching over by the BSNL is influenced the customer loyalty. The BSNL services has very cost effective and still lose its customer due to look away from the issue of cost and poor network quality. The quality of customer services as per the expectations of the customers has focused with new technologies, features are being introduced in mobile services. BSNL need to focused with the upgrade the technologies and same way to initiative need to attractive for the market as per the customer expectation. These initiatives should be taken to improve as the functional service quality such as reliability,

assurance, empathy and overall satisfaction of the customers.

Sivarthina Mohan. and Aranganathan, [9] in their study "Conceptual framework of Mobile Marketing : Spamming the consumer around the world" found that, Mobile phones can also be an extremely cost effective communication channel as well as an efficient way of delivering a marketing message. The mobile service provider has also concentrate the promotion strategies as an integral part of any brand's marketing campaign due to competitive scenario. It has become an important tool for engagement of new brands and aims to fulfill the gap of expectation and actually perceived. The popularity of the Mobile Internet, has attractive from the youth as well as business needs to achieve a significant attachment in the mobile service provider. The study has pointed out the success of mobile advertising will directly depend upon the market penetration and the success of Mobile Internet users. Mallikarjuna et. al., [10] in their study "Customer switching in mobile industry - an analysis of pre-paid mobile customers in AP circle of India" found that, Switching is quite high in the pre-paid customer segment due to low switching costs and competitive tariff plans. With entry barriers easing and mobile number portability around the corner, there is a high probability for switching especially in the prepaid segment. The issues has been focused by the mobile service operator as tariff plans, value added service and network coverage and try to focus attractive opportunities that has been offered by the user and retained workout the strategies to manage the challenges. Also, provide the better customer services that has been offered with customer interaction at various stages, and ensure customer loyalty an intimacy. Many opportunities has been initiated by providing the information for tariff plans and value added services also maintain customer friendly environment at all points of interaction. Hence, investment in network and technology should go on to improve the geographic coverage, seamless connectivity and speed, quality of service such as voice call for enhancing customer loyalty.

Anand Shankar Raja . M [11] his study entitled on "A study on customer satisfaction towards BSNL with special reference to the city of Coimbatore" focuses to know whether customer receive the service in time and is it fulfilling their needs to desired levels. The study is highly intensified on primary data only. The required information was collected through the interview

schedule from the consumers directly by interviewing them. A simple statistical tool has been employed for the purpose of analysis of data. The study concludes that most of the customers are satisfied by the service provided by the BSNL. The level of dissatisfaction is mainly due to poor signal and low network coverage. The present scenario of the service provider must be focused with to resolve the problem of customer retention and satisfy the customers.

3. STATEMENT OF PROBLEM

In the modern world everything becomes close to everyone because of the improvement in the science & technology and also in the research & development. The new innovation changes the life style of common man for the dynamic environment to meet with social needs in every sphere of life. The faster mode of communication that can be provide a solution rapid changes in the business scenario. Before a telephone was considered to be an extra ordinary thing and status symbol; but now most of the people are using basic telephone services which also mobile phone has become a part of day today life. In India cellular phones were introduced and reaches the large section of the society with connected by cellular network including remote villages also. After the inception of liberalization policy, many private operator has played vital role improving the infrastructure facilities and highly focused on the customer need and wants. From the customer point of view has faced many issues relating to coverage, service quality, new tariff plans and value added services attached by the mobile service providers. The study aims in determining the perception level of consumers towards BSNL covering the Bhavani Town in Erode District.

4. NEED FOR THE STUDY

perception is the primary goal of every business organization. In this competitive business scenario every activities begins and ends with the customer need. Now, the telecommunication is the most appropriate industry and involves every business activities. Many private operators has involved in this industry were prevailed a stiff competition between the service providers . In spite of a well-established network and infrastructure supporting, certain service providers weren't able to root their footsteps in the market due to lack in customer service and satisfaction. Thus, it has a marginal difference between the services rendered, expectation of the consumer and more possibility to switch from one

service provider to another based on their satisfaction. So it very essential for the service provider to understand the influence of various Demographic variables that influence the perception and satisfaction level to win the hearts of the customers. This study could assist the BSNL with respect to their enhancement of the quality of the services offered.

5. OBJECTIVE OF THE STUDY

1. To identify the perception level of the customers on BSNL mobile service provider.
2. To study the features that encourages customers to avail services form mobile service providers.
3. To assess and know the present level of service offered by BSNL.
4. To suggest the new areas which require attention by BSNL for attaining customer satisfaction.

6. METHODOLOGY

It is a way to systematically solve the research problems and explains the different steps that are generally adopted by the researcher in studying the research problem.

6.1. Research Design

It is the basic framework or provide a plan for a study that sketch the collection of data and analysis of data. In this study used for Descriptive type of research design which includes surveys and fact-finding enquiries of different kind of opinion from the customers. The information are collected from the individuals and analyzed with the help of different statistical tools, to find the perception level of customer.

6.2. Population

Since the population of Bhavani Town the users of the BSNL mobile phone were identified and information collected from official database from the BSNL. As on March 2014, the registered users of the population 7369 were shown in registered at BSNL official database in Bhavani Town only.

6.3. Sampling Design

Simple Random Sampling Method is used to collect data. Data has been collected from the sample chosen from the directory randomly availed population.

6.4. Sample Size

The planned size of the sample is 100, and factors to be considered are time, cost and effectiveness etc. From the planned sample size to distribute the questionnaire and collect the information, the validity of the filled questionnaire finally reach at 91. The remaining question were incomplete in nature that would be rejected from the sample size.

6.5. Data Collection

Both primary and secondary data is used in this study in order to meet the requirements. **Primary Data:** A Structured Questionnaire was prepared and distributed the BSNL mobile users and the data was collected with the help of personal interview from individual BSNL mobile users in Bhavani Town with the help of questionnaire. **Secondary Data:** The secondary data are sourced that already published and available from various websites and published documents.

6.6. Statistical Tools Used

The data has been analyzed by using the following methods and tests.

1. Percentage Analysis
2. Two – way Table analysis
3. Chi – Square Test

7. LIMITATIONS OF THE STUDY

1. The area of study is limited to Bhavani Town, in Erode District; hence the results may not be true comparison for other geographical areas.
2. Validity & Reliability of the data are obtained depends on the responses from the customer.
3. Structured questionnaire are based on the data collection, it may have disadvantages of not being to probe deep into the respondents thoughts.
4. The time consuming for identify the customer and conduct personal interview has faced many issues for data collection.
5. The constraints of the sample respondents their convenient level of the timed may be cause and effect to deliver the opinion of the respondents.

8. DATA ANALYSIS AND INTERPRETATION

8.1. Demographic Classification of the respondents

Table 1 shows that, 57.1 per cent of the respondents belong to age group of 20-40 years, 15.4 per cent of the respondents are belongs to age of 50 and above. 14.3 per cent of the respondents are below 20 years and remaining 13.2 per cent are belongs to age between 40

and 50 years. 56 per cent of the respondents are male and remaining 44 per cent of the respondents are female. 58.2 per cent of the respondents are married and 41.8 per cent of the respondents are unmarried. 57.1 per cent of the respondents are belongs to Collegiate

category, 25.3 percent of the respondents are belongs to School Education, 15.4 per cent of respondents are belongs to PG and professional education and remaining 2.2 percent of the respondents are belongs to Illiterates.

Table -1: Demographic Profile of the Respondents

Factors	Classification	No. of Respondents	Percentage
Age	Below 20 Years	13	14.3
	20-40 Years	52	57.1
	40-50 Years	12	13.2
	50 and above	14	15.4
Gender	Male	51	56
	Female	40	44
Marital Status	Married	53	58.2
	Unmarried	38	41.8
Educational Qualification	Illiterates	2	2.2
	School Education	23	25.3
	Collegiate	52	57.1
	PG and Professional Education	14	15.4
Occupation	Government Employee	11	12.1
	Private Employee	31	34.1
	Business And Professionals	12	13.2
	Others	37	40.7
Monthly Income	Below 15000	42	46.2
	15000 -25000	23	25.3
	25000-40000	18	19.8
	40000 and above	8	8.8

Source: Primary Data

From the table shows that, 40.7 per cent of the respondents are belongs to others categories, 34.1 per cent of the respondents are belongs to Private employee category, 13.2 per cent of the respondents are belongs to Business and Professionals, and the remaining 12.1 per cent of the respondents are belongs to Government Employee category. 46.2 per cent of the respondents are having monthly income of below 15000, 25.3 per cent of the respondents are having monthly income of 15000-25000, 19.8 per cent of the respondents are having monthly income of 25000-40000, and the remaining 8.8 percent of the respondents are having monthly income of 40000 and above.

8.2. Perception of BSNL Mobile Users

Table 2 shows that, 67.0 per cent of the respondents are using mobile service for Personal purpose only, 26.4 per

cent of the respondents are using their mobile service for personal cum official purposes and remaining 6.6 per cent of the respondents using their mobile service for

official purpose only. 57.1 per cent of the respondents are getting awareness from word of mouth communication, 14.3 per cent of the respondents are getting awareness from outdoor advertisements, 12.1 per cent of the respondents are getting awareness from Television, 8.8 per cent of the respondents are getting awareness from Press media, and the remaining 7.7 per cent of the respondents are getting awareness Through Dealers. 53.8 per cent of the respondents are responds as Yes for additional mobile service and 46.2 per cent of the respondents are responds as No for additional mobile service. From the table shows that, in comparison with BSNL and other Mobile service provider, 19.8 per cent of the respondents are belong to the Economical

services, 17.6 per cent of the respondents are belongs to Network services, 11.0 per cent of the respondents are belong to the Tariff rate services, 3.3 per cent of the

respondents are belong to the Customer services, and the 2.2 per cent of the respondents are belong to the Value added services.

Table -2: Perception of the Respondents about BSNL Services

Type of Opinion	Classification	No. of Respondents	Percentage
Purpose	Personal Only	61	67
	Official Only	6	6.6
	Personal cum official	24	26.4
Source of Getting Awareness	Press Media	8	8.8
	Television	11	12.1
	Through Dealers	7	7.7
	Outdoor Advertisements	13	14.3
	Word of Mouth Communication	52	57.1
Additional Mobile Service	Yes	49	53.8
	No	42	46.2
Comparison with BSNL and Other Mobile Service Provider	Network	16	17.6
	Economical	18	19.8
	Tariff Rate	10	11
	Customer Services	3	3.3
	Value Added Services	2	2.2
Duration of BSNL Mobile Usage	Less than 1 Year	20	22
	1 to 3 Years	35	38.5
	3 to 5 years	24	26.4
	More than 5 Years	12	13.2
Duration of Mobile Usage Per Day	Less than 1 hour	33	36.3
	1 to 3 hours	36	39.6
	3 to 5 hours	15	16.5
	More than 5 hours	7	7.7
Reason for Switching from Other Mobile Services	Coverage	17	18.7
	Value Added Service	9	9.9
	Affordability	10	11
	Service At Customer Desk	12	12.1
	Others	9	9.9
Reason for the Preference of BSNL	Affordability	16	17.6
	Value Added Service	16	17.6
	Utility	28	30.8
	Others	31	34.1

Source: Primary Data

Among these 38.5 per cent of the respondents are using their mobile service for 1 to 3 years, 26.4 per cent of the respondents are using their mobile service for 3 to 5 years, 22.0 per cent of the respondents are using their

mobile service for less than 1 year and 13.2 per cent of the respondents are using their mobile service for more than 5 years. The Duration of Mobile usage per day of the respondents. 39.6 per cent of the respondents are using

for 1 to 3 hours per day, 36.3 per cent of the respondents are using for less than 1 hour, 16.5 per cent of the respondents are using for 3 to 5 hours and 7.7 per cent of the respondents are using for more than 5 hours.

The Reason for Respondents Switching from their Previous Service Provider.18.7 per cent Switches for Coverage, 12.1 per cent Switches for Service at customer desk, 11.0 per cent switches for Affordability, and

remaining 9.9 per cent respondents switches for Value added service and other reasons both. Of these, Reasons for the Preference of Respondents in BSNL services.34.1 per cent prefer other reasons, 30.8 per cent of the respondents prefer for Utility Services and 17.6 per cent of respondents for Affordability and Value added services both.

8.3. Satisfaction level of the BSNL mobile users

Table -3 Overall Level of Satisfaction towards BSNL

Sl. No	Level of Satisfaction	No. of Respondents	Percentage
1	Highly Satisfied	18	19.8
2	Satisfied	32	35.2
3	Neutral	21	23.1
4	Dissatisfied	18	19.8
5	Highly Dissatisfied	2	2.2
	Total	91	100.0

Table 3 shows that, Overall level of Satisfaction towards their BSNL service. 35.2 percent of the respondents are satisfied with their BSNL services, 23.1 percent of the respondents are satisfied in Neutral level, 19.8 percent of the respondents are responds in both cases like Highly Satisfied and Dissatisfied, and 2.2 percent of the respondents are Highly Dissatisfied with their BSNL services.

Null Hypothesis: Ho: There is no significant association between the demographic profile of the respondents and their level of perception.

Alternate Hypothesis: H1: There is a significant association between the demographic profile of the respondents and their level of perception.

8.4. Level of Perception – Hypothesis Testing - Chi-Square Analysis

Table 1.4: Perception Level of Respondents - Chi-Square Analysis

Factor	Chi-Square Value	d. f.	Sig.	Remarks
Age	4.183	6	0.652	Not Significant
Gender	0.827	2	0.661	Not Significant
Marital Status	2.969	2	0.661	Not Significant
Education	6.739	6	0.021	Significant
Occupation	3.649	6	0.724	Not Significant
Monthly Income	12.411	6	0.049	Significant

Note: p-value <0.05 - Significant at 5 Per cent

1. The calculated chi-square value is 4.183 with 6 degree of freedom. The p value is greater than 0.05. Therefore Ho is accepted. Hence, it is inferred that there is no significant difference between age and their level of perception.

2. The calculated chi-square value is 0.827 with 2 degree of freedom. The P-value is greater than 0.05. Therefore Ho is accepted. Hence, it is inferred that there is no significant difference between gender and their level of perception.

3. The calculated chi-square value is 2.969 with 2 degree of freedom. The P-value is greater than 0.05. Therefore H_0 is accepted. Hence, it is inferred that there is no significant difference between the Marital Status and their level of perception.
4. The calculated chi-square value is 6.739 with 6 degree of freedom. The P-value is less than 0.05. Therefore H_0 is Rejected. Hence, it is inferred that there is a significant difference between Education Qualification and their level of perception.
5. The calculated chi-square value is 3.649 with 6 degree of freedom. The P-value is greater than 0.05. Therefore H_0 is accepted. Hence, it is inferred that there is no significant difference between Occupation and their level of perception.
6. The calculated chi-square value is 12.411 with 6 degree of freedom. The P-value is less than 0.05. Therefore H_0 is Rejected. Hence, it is inferred that there is a significant difference between Monthly Income and their level of perception.

9. SUGGESTIONS AND CONCLUSION

- Most of the respondents are satisfied with the services provided by BSNL mobile services; steps to be taken to retain the customer as well as the sources of awareness of mobile service portability only by the word of mouth by the customer try to utilize these loyal customers make the most satisfied.
- Most of the customers are not aware of the additional mobile phone plus facility, the service provider steps to be taken to create awareness about these facilities.
- It is noticed that the demographic variables occupational status, monthly income level has the strongest factor with relate to the overall satisfaction level. So it is suggested while any changes has been made in service and tariff plan which is to be considered for the existing customer satisfaction.
- The service providers could focus the retain their existing customer and adding new customer to their basket.
- It is revealed that study that the weakness level of the respondents about their schemes and plant is poor, so, the service provider try to give

more weight age to reach the schemes to customer.

From the study the influence of Demographic variable in the level of perception 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. 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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