

## **A Study on Customer satisfaction of BSNL Landline: Special Reference to Kerala**

***Alphonsa Smitha K.J,***

Assistant Professor,  
St. Xavier's College For Women,  
Aluva, Kerala, India.

***Simi Susan Saji,***

Assistant Professor,  
St. Xavier's College For Women,  
Aluva, Kerala, India.

***Geethanjali Anil K,***

Assistant Professor,  
St. Xavier's College For Women,  
Aluva, Kerala, India.

***Steffy Pius,***

Assistant Professor,  
St. Xavier's College For Women,  
Aluva, Kerala, India.

### **ABSTRACT**

*India's telecommunication network is the second largest in the world based on the total no of telephone users. It has one of the lowest call tariffs in the world enabled by the mega telephone networks and hyper competition among them. It has the world's third largest internet user base. To study the overview of BSNL. To determine the customer preference of landline and mobile services. Evaluate the customer satisfaction of level for mobile services as well as landline services. They analyze the customer opinion and satisfaction with specific reference to BSNL. They suggest the guidance for BSNL in order to provide better focused services. In this competitive arena communication plays a vital role so the telecom industries are the major source for communication. BSNL, being a public sector obviously have to complete with various players like IDEA, AIRTEL, RELIANCE, VODAFONE, etc. with their stringent rules and regulation guided by TRAI.*

**Keywords:** BSNL, Mobile, Telecom Sector, Customer Satisfaction, Services, Call Charges.

### **INTRODUCTION:**

We have also using in communication technology for years. Communication is a process in which information is transferred from source to destination. Information can be in any form example voice, data, video, graphics etc. voice communication is the simplest mode of communication. People also use facial expression and body language to communicate with each other. Telecommunication services are part of our life. All person have used telephone services for the communicative aspect so the study is conducted in order to understand the customer opinion and satisfaction level of various landlines and mobile services in Kerala.

India telecommunication network is the second largest in the world by number of telephone users (both fixed and mobile phone) with 1.206 billion subscribers as on 30 September 2017. It has one of the lowest call tariffs in the world enabled by mega telecom operators and hyper-competition among them. India has the world's second-largest Internet user-base. As on 30 September 2017, there were 324.89 million internet subscribers in the country. Telecommunications has been one of the fastest growing industries in India. The telecom services have been recognized the world-over as an important tool for socio economic development for a nation and hence telecom infrastructure is treated as a crucial factor to realize the socio-economic objectives in India too. The Indian Telecom sector has come a long way since liberalization starting with New Telecom Policy (1999).

**REVIEW OF LITERATURE:**

Carsten Fink, Aaditya Mattoo and RandeepRathindran (2001) in their study titled, “Liberalizing Basic Telecommunications: The Asian Experience” have found that despite the move away from traditional public monopolies, most Asian governments are still unwilling to allow unrestricted entry, eliminate limits on private and foreign ownership, and establish strong independent regulators. A comprehensive reform including privatization, competition and regulation has been implemented and there are significantly higher levels of main line availability, service quality and labour productivity.

Jonathan, Lee, Janghyuk, Lee, Lawrence and Feick (2001) in their article titled, "The Impact of Switching Costs on the Customer Satisfaction-loyalty Link: Mobile Phone Service in France” have analysed that moderating role of switching costs in the customer satisfaction-loyalty link and to identify customer segments and to retain them. Thus the purposes of this paper are to examine the moderating role of switching costs in the customer satisfaction-loyalty link and to identify customer segments and then analyze the heterogeneity in the satisfaction-loyalty link among the different segments. An empirical example based on the mobile phone service market in France indicates support for the moderating role of switching costs. Managerial implications of the results are discussed.

Harwinder Kaur (2015) in his study “Consumer purchase behaviour towards Mobile phones” states that, The craze for mobile services in India is increasing substantially. Information technology has brought tremendous change in day-to-day activities of the common man to entrepreneurs. Mobile 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. With most adults and many children now owning mobile phones.

K.Abirami (2017)the study entitled with “A Study On Consumer Buying Behaviour Towards Smart Phones With Reference To Kumbakonam” state that Smartphone means the phone perform many functions like a computer with internet access and have a unique operating system. The basic objective of this paper is to identify the consumer buying behaviour of smartphones

**OBJECTIVES OF THE STUDY:**

1. To analyse the customer satisfaction with specific reference to BSNL.
2. To find out the reason for restricted usage of BSNL Land line among customers.

**RESEARCH METHODOLOGY:**

Both primary and secondary data are used for the study. The primary data are collected from the respondents using a questionnaire. Secondary data is collected through journals, books, and website. Convenience sampling is used for this study. This is one of the non-sampling technique. Percentage Analyse, Likert Scale, Chi-Squire Test, Ranking Method are the statistical tools for the study to analyse the collected data.

**DATA ANALYSIS AND INTERPRETATION:**

**H0:** There is no significant association between demographic variable age and level of satisfaction of customer care in BSNL.

**H1:** There is significant association between demographic variable age and level of satisfaction of customer care in BSNL.

**Table: 1**

Age	Level of satisfaction					Total
	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	
Below 30	5	10	4	1	2	22
30-50	5	8	3	1	1	19
Above 50	3	1	3	2	1	10
<b>Total</b>	<b>13</b>	<b>19</b>	<b>10</b>	<b>4</b>	<b>4</b>	<b>50</b>

Source: primary data

**Calculation:**

**Table: 2**

Observed frequency	Expected frequency	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
5	5.72	0.72	0.51	0.08
8	7.54	0.46	0.21	0.02
10	8.36	1.64	2.68	0.32
8	7.22	0.78	0.60	0.08
5	8.2	3.2	10.24	1.24
6	5.8	0.2	0.04	0.006
8	8.16	0.16	0.02	0.003
<b>Calculated value</b>				<b>1.849</b>

Degree of freedom = (r-1) (c-1) = (3-1) (5-1) =8

Level of significance=.05

Table value =15.507

Calculated value=1.849

Calculated value < Table value

**Interpretation:**

Accept the H<sub>0</sub> that means there is no significant difference between demographic variable age and level of satisfaction on the customer care of BSNL.

**Analysis of customer satisfaction:**

**Table: 3**

Factors	Highly satisfied		satisfied		Neutral		Dissatisfied		Highly dissatisfied	
	NO	Weight	NO	Weight	NO	Weight	NO	Weight	NO	Weight
coverage	15	75	10	40	8	24	9	18	8	8
Billing	10	50	10	40	8	24	12	24	10	10
Handset	15	75	12	48	10	30	8	16	5	5
Internet	12	60	11	44	10	30	10	20	7	7
overall	8	40	5	20	8	24	10	20	9	9

Source: primary data

**Table: 4**

Factors	Total weight	Mean score	Rank
Coverage	165	3.3	2
Billing	148	2.96	4
Handset	174	3.48	1
Internet	161	3.22	3
Overall	113	2.26	5

**Interpretation:**

From the above table, it can be understood that first rank and second rank is given for Handset and coverage, from that it is clear that respondents are more satisfied with these two factors.

**Restricted usage of BSNL Land line:**

Next objective of the study is to find out the reason for restricted usage of BSNL Land line service among rural customers.

**H<sub>1</sub>:** Immobility is the reason for restricted usage of BSNL Land line services.

**H<sub>2</sub>:** Poor service is the reason for restricted usage of BSNL Land line services

**H<sub>3</sub>:** Billing is the reason for restricted usage of BSNL Land line services.

**H<sub>4</sub>:** High Call charges is the reason for restricted usage of BSNL Land line services

**H<sub>5</sub>:** Slow broad brand connection is the reason for restricted usage of BSNL Land line services `

**H<sub>6</sub>:** Lack of facilities is the reason for restricted usage of BSNL Land line services

**H<sub>7</sub>:** Phone complaints is the reason for restricted usage of BSNL Land line services

**H<sub>8</sub>:** lack of internet facility is the reason for restricted usage of BSNL Land line services.

Model fit Indices for CFA Restricted use of BSNL Land line services

**Table: 5**

	$\chi^2$	DF	P	Normed $\chi^2$	GFI	AGFI	NFI	TLI	CFI	RMR	RMSEA
Restricted use	11.549	11	.399	1.050	.986	.955	.976	.997	.999	.077	.016

**source:** survey data

All the attributes loaded significantly on the latent constructs. The value of the fit indices indicates a reasonable fit of the measurement model with data.

**Regression coefficient:**

**Table: 6**

Path	Estimate	CR	P	Variance explained
Immobility >Reason for RU	0.724	12.857	<0.001	52.4
Poor Service->Reason for RU	0.542	8.519	<0.001	29.3
Billing ->Reason for RU	0.361	5.306	<0.001	13.0
High call charge ->Reason for RU	0.758	13.916	<0.001	57.4
Slow broad brand connection->Reason for RU	0.358	5.258	<0.001	12.8
Lack of facilities->Reason for RU	0.177	2.511	0.013	3.1
Phone complaint->Reason for RU	0.362	5.322	<0.001	13.1
Lack of Internet facilities->Reason for RU	0.707	12.368	<0.001	50.0

**source:** survey data

**FINDINGS:**

BSNL Land line customers are highly satisfied with the handset and coverage. But there are some factors restricted the customers to use BSNL Land line. They are immobility, poor service, high call charge and lack of internet facilities. There is no significant difference between demographic variables like age, occupation, gender and the level of satisfaction on the customer care of BSNL. Majority of respondents says BSNL doesn't specify all the details about the usage of the BSNL. It can be observed that very high of internet charges in BSNL compared to other internet service provider. This is one of the reason to hesitate the usage of BSNL services.

**CONCLUSION:**

BSNL being a public sector, in order to thrive and excel, I have understood about the customer's expectations. I understood about the customer's expectations. Since communication industry is very competitive one. To study the overview of BSNL. To determine the customer preference of landline and mobile services. Evaluate the customer satisfaction of level for landline services. They analyze the customer opinion and satisfaction with specific reference to BSNL. They suggest the some guidance for BSNL in order to provide better focused on customer services.

**REFERENCES:**

- Carsten Fink, Aaditya Mattoo, Randeep Rathindran (2016). Liberalizing Basic Telecommunications: The Asian Experience, *World Bank Policy*, Research Working Paper No. 2718
- Harwinder Kaur (2015). Consumer purchase behaviour towards Mobile phones, *International journal of Applied Research*, Vol 1, Issue 4
- Jonathan Lee, Janghyuk Lee, Lawrence Feick (2001). The impact of switching costs on the customer satisfaction-loyalty link: mobile phone service in France, *Journal of Services Marketing*.
- K.Abirami (2017). A Study on Consumer Buying Behaviour towards Smart Phones With Reference to Kumbakonam, *Asia Pacific Journal of Research*, Vol: I. Issue LVI.

----