

A Study on Consumer Preference Towards BSNL Broadband Connectivity in Ahmedabad

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Abstract- Customer perception is defined as the way customers normally view or feed certain services and products. It is also related to customer satisfaction which is expected to serve the customer. Internet broadband service providers have the highest importance for both developed and emerging economies in India. With stiff competition among providers, customer satisfaction is a necessity for survival in the market. Many internet broadband service providers are offering various services in the market. Customer perception is a personal experience of satisfaction or dissatisfaction with the evaluation of the service provided to an organization in relation to expectations. Although it has always been smart to keep the consumer happy, the consumer choice has become popular with the total quality movement in the 1980s. Consumer preference is a word, which shows how to meet the needs of a company to meet the products or services or to exceed customer expectation. This study is mainly focused on understanding the consumer preference level of BSNL broadband in Ahmedabad. The results of this survey can be used by BSNL to understand the level of customer preference for broadband connection and can offer better services to their customers to increase their market share and brand image. This letter also attempts to understand the brand awareness, competitive power of the company and the problems faced by the customer, which helps the company to take appropriate measures to solve the problems. The primary data was collected through the questionnaire survey method and was analyzed with the help of various statistical tools to make meaningful conclusions.

Keywords- Customer perception, BSNL, Satisfaction, Broadband.

I. INTRODUCTION

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 are driving broadband adoption in India.

People are being occupied more professional day than day one. Demography has changed due to the era of globalization because they need to share each other with more information. Broadband has presented a huge change in the communication section of our country. It has also altered the communication structure, people of various business and scale levels are using broadband strictly for their business purposes and personal purpose.

The current study under the heading "a study on consumer inclination towards BSNL broadband connectivity in Ahmedabad city" is mainly used to identify the reasons for liking BSNL broadband services and to know the level of expectation and satisfaction of the consumer regarding tariff plans, fees and other services provided by BSNL. Broadband network

II. RESEARCH OBJECTIVE

1. To study the requirements of the BSNL broadband
2. To examine the consumer's satisfaction level towards BSNL broadband
3. To find out the BSNL broadband's scheme

III. RESEARCH HYPOTHESIS

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

IV. RESEARCH METHODOLOGY

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

4.1 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.

4.2 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.

V. LITERATURE REVIEW

M. Muthumani, Dr. N. Thangwale, Dr. In order to identify the primary use of broadband connection, and Y.L. Chaudary, to study brand preference, in Chennai City, a study on Reliance-related broadband connection and consumer choice on buyer behavior. Competitive brands and their services were their conclusions that 35.5% of respondents use the same brand for 1 to 1-2 years, and 32% of respondents use the same brand for more than 2 years.

Dr. Prasad Tripathi Professor, VNS Business School, Bhopal Professor Satish K. Singh Associate Professor, TIT-MBA, Bhopal (MP) conducted an empirical study of "consumer behavior towards the choice and use of broadband services in Bhopal" Identification and analysis of the factors affecting the level of customer satisfaction of broadband services In order to check and understand the attitude towards different broadband connection services and to select those brands, Identifying factors Erit. Their conclusions were directly related to the consumption of income and consumption is a factor in determining consumption.

Dr. Mohamed Rafi bin Yakob examined the cooperation between the level of customer satisfaction of broadband service with the prices of "a study on the determinants of customer satisfaction towards broadband services in Malaysia". To determine the level of customer satisfaction on the stability of broadband services and their conclusions were the price of broadband customers and each broadband provider would be less demanding in high pricing, it was easy for them to connect anytime and anywhere, The stability of the internet service was important to them and due to the stability factor, they changed to other broadband service providers. Will stop.

On the intention of buying consumers of broadband services, how can the technical and functional quality be understood to help broadband Internet service providers to understand Muhammad Sabir Rehman, Abdul Muhammad

Khan, "A Perceptual Study", Broadband Services of service operators

Abacur Rahman Brack Business School Brack University has limited "a study at the level of satisfaction of customers of Airtel Broadband prepaid customers". The broad objective of this report is to know the level of customer satisfaction level of Airtel broadband prepaid customers and to identify specific areas. Airtel's prepaid users' resentment to their customers' satisfaction According to major area, recharges for prepaid card / load, prepaid connection tariff capacity prepaid package of services, value-added services, the customer services, after-sales services through the customer service line, and so on. Studies have shown that Airtel to upgrade its network coverage as soon as possible.

G. Ramdos, Member Faculty, Wills University organized a "Study on Customer Satisfaction of Broadband Services in Tamilnadu", this study has been used on Vellore's comparative performance analysis of telecom companies Airtel and BSNL using the primary sources of data. His conclusions in the District of Tamilnadu were network performance, reliability and availability and BSNL should improve its operating network system and performance.

V. in Management Worth Edge Professor, S. Vasant Singh Associate Professor, R. in Management Vardharan Associate Professor, School of Management Studies, VELS University, "An Empirical Approach To Customers Concept and Satisfaction on BSNL Broadband Connection in Chennai City" Their main objective is to study customer's perception and satisfaction for BSNL broadband connection in Chennai city. , And suggest strategies for improving the service of BSNL broadband services For BSNL was to identify factors influencing the customer to choose the broadband services. They found that respondents are satisfied with brand image, additional services, costs, ads and access.

Padma K JAA (2010) "A Study on the Consumer Behavior of Airtel Broadband Services" aims at analyzing the level of customer satisfaction to the main objectives and to explore consumer awareness for Airtel broadband services. His findings were that 60% of the people know about Airtel broadband. Airtel customers are very satisfied with the services and do not want to switch to other brands.

VI. DATA ANALYSIS

6.1 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%

58% of the respondents are male whereas 42% of the respondents are female. Majority of the respondents are postgraduates, followed by 25% of the respondents are undergraduates, 23% of the respondents are professionals and 21% of the respondents have done HSC study only. 29% of the total respondents are employees followed by 28% of the respondents are student, 23% of the respondents are professionals and 20% are business persons. Most of the respondents have monthly income more than 20000, 23% of the respondents have monthly income 10000-20000 Rs and 15% of the respondents have monthly income below 10000.

6.2 CHI – SQUARE ANALYSIS

A. Monthly Income and Monthly Expenditure over Internet

INCOME LEVEL & EXPENDITURE	Less than 250	250-500	500 – 1000	above 1000	total	f – 32 df – 6 sig - .000
Below 10000	5	8	1	1	15	
10000 – 20000	3	11	5	4	23	
Above 20000	1	13	36	12	62	
Total	9	32	42	17	100	

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					Total	Chi - square
	Satisfactory	Not Satisfactory	Poor	Excellent		
Below 10000	13	1	2	0	16	3.508 ^{NS}
10000 – 20000	54	8	8	2	72	
Above 20000	7	2	3	0	12	
Total	74	11	13	2	100	

NS - Not Significant

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	1.208 ^{NS}
10000 – 20000	45	23	68	
Above 20000	6	6	12	
Total	61	34	95	

NS - Not Significant

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

VII. CONCLUSION

Broadband services are considered as a very new technology which was present for the past few years. Broadband services are getting public awareness only recently, as well as with the encouragement of government service providers as well as aggressive promotional activities by Internet Service Providers. Based on the review of our literature, there are three productions of price, speed and stability, which hoped to influence the level of customer satisfaction while adopting broadband services. Competition increased in companies due to liberalization, privatization and globalization. Therefore, it is necessary for the firm to maintain its existing customers and provide intensive training to the staff in the service department.

Most people prefer BSNL services for quality, people do not know about the products provided by BSNL. Therefore, the company will have to pay attention to the public to

generate more awareness which will help in achieving the mission of BSNL Broad Band Services.

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