

## **A Study of Customer Satisfaction on Mobile Service Providers BSNL and Bharti Airtel in Trichirappalli District**

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### **Abstract**

Customer satisfaction is an ambiguous and abstract concept and the actual demonstration of the state of satisfaction, will vary from person to person and product/service to product/service. The customer level of satisfaction can also vary depending on other options. The customer may have other services against which the customer can compare the companies' services. In the telecommunication industry, increase the country's population and also increased demand for the mobile services, speed, service quality and customer satisfaction are going to be the key differentiators for each mobile service providers future success. This paper helps to study the mobile service providers in Trichy district.

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The Telecommunications industry today is a key enabler of productivity across economies and societies. The Telecom industry is not only a significant contributor towards the economic activities of countries, but also towards the enlargement of other industries. In recent times, developing nations have witnessed important transformation within this sector due to the impact on their economies. The thriving and emerging economies in India have been impacted the most by the rapid growth of the Telecom industry in the past decade.

Telecommunication is the communication of signs, signals, messages, words, writings, images and sounds or information of any nature by wire, radio, optical or other electromagnetic systems. Telecommunication occurs when the exchange of information between communication participants includes the use of technology. It is transmitted either electrically over physical media, such as cables, or via electromagnetic radiation. A revolution in wireless communication began in the first decade of the 20th century with the pioneering developments in radio communications by Guglielmo Marconi, who won the Nobel communications channels that send messages to one another. A telecommunication network is a collection of transmitters, receivers, and networks contain one or more routers that work together to transmit information to the correct user.

### **HISTORY OF INDIAN TELECOMMUNICATIONS**

India is currently the world's second-largest telecommunications market with a subscriber base of active wireless subscribers in August 2018 was 1,013.21 million. The Indian mobile economy is growing rapidly and will contribute substantially to India's

Gross Domestic Product (GDP), according to report prepared by GSM Association (GSMA) in collaboration with the Boston Consulting Group (BCG).

The liberal policies of the Government of India have been instrumental along with strong consumer demand is the reason for the rapid growth in the Indian telecom sector. The government has enabled easy market access to telecom equipment and a fair and proactive regulatory framework that has ensured availability of telecom services to consumer at affordable prices.

### Evolution of the industry-Important Milestones

1851	First operational land lines were laid by the government near Calcutta (seat of British power)
1881	Telephone service introduced in India
1883	Merger with the postal system
1923	Formation of Indian Radio Telegraph Company (IRT)
1932	Merger of ETC and IRT into the Indian Radio and Cable Communication Company
1947	Nationalization of all foreign telecommunication companies to form the Posts, Telephone and Telegraph (PTT), a monopoly run by the government's Ministry of Communication
1985	Department of Telecommunications (DoT) established, an exclusive provider of domestic and long-distance service that would be its own regulator (separate from the postal system)
1986	Conversion of DoT into two wholly government-owned companies: The Videsh Sanchar Nigam Limited (VSNL) for international communications and Mahanagar Telephone Nigam Limited (MTNL) for service in metropolitan areas.
1997	Telecom Regulatory Authority of India created.
1999	Cellular Services are launched in India. New National Telecom Policy is adopted.
2000	DoT becomes a corporation, BSNL

A large population, low telephony penetration levels, rise in consumers' income and spending owing to strong economic growth have helped make India the fastest-growing telecom market in the world. The first and largest operator is the state-owned BSNL. The Department of Telecommunication Services (DTS), a government unit is responsible for provision of telephony services. Subsequently, after the telecommunication policies were revised to allow private operators, companies such as Bharti Airtel, Vodafone, MTNL, Idea, Vodafone and Reliance Jio have entered the mobile service providers. However, rural India still lacks strong infrastructure. The overall Tele-density in India increased from 93.23 at the end of Apr-17 to 93.61 at the end of May-17. The total wireless subscribers (GSM, CDMA & WLL (F)) base is more than 1180.32 million now. The wire line segment subscriber base stood at 24.16 million in 31<sup>st</sup> May 2017.

#### Objectives of the study

- ❖ To know about the profile of BSNL and Bharti Airtel.
- ❖ To analyze the level of satisfaction of customers about the preferred mobile service provider.

- ❖ To offer suggestions for improving performance of the mobile service providers.

### **Research Methodology**

The study used primary data and secondary data for analysis according to the objectives set out in the study. Primary data were collected by structured questionnaires who were the customers and are using the particular service providers. Secondary data were collected from websites and subject books.

### **Review of literature**

T. Kavipriya and P.Rengarajan (2012) in their article titled, “User’s Level of Satisfaction with Mobile Phone Service Providers - with Special Reference to Tiruppur District, Tamil Nadu” have point out in recent the demand for mobile phone is increasing. There are many players in the mobile phone industry. Though cell phone industry has its origin in the recent past and the growth has been excellent. To market their services, every company is adding many new features. Day by day, many new competitors enter the market with new attractive schemes, provide additional facilities, adding new features to existing ones, reduce the charges her incoming and outgoing calls, introduce varieties of handsets, models a healthy competition that benefits of the subscribers. The subscribers are provided with various schemes of cell phone services. And the market for cell phone has become very competitive. In this context, the purpose of the study is to find the Users level of satisfaction with mobile phone service providers with special reference to Tiruppur District is undertaken.

Myilswamy, Ratheesh Kumar (2013) find that the postpaid and prepaid customer prefer to use Airtel mobile service because of the features, Rent, Tower coverage, Talk time, Advertisement and Corporate schemes. Finally the study suggests that by paying special attention on these factors will develop the business by satisfying the consumers

S. Nemat Sheereen (2014) in his article entitled, “A Study on Customer Satisfaction of BSNL Services in Kerala” has stated that BSNL is one of the leading telecommunication service providers in Kerala. Most of the studies conducted in this area indicate the exploring development of services provided by number telecommunication providers which opened new world to the customer around the world. This paper analyses the customer satisfaction of BSNL services provided in Kerala. Quality of service and maximum network coverage are the most important factor which satisfy the customers in relation to telecommunication.

### **BHARAT SANCHAR NIGAM LIMITED (BSNL)**

BSNL Mobile was earlier known as CellOne is state owned telecommunications service provider that provides both pre-paid and post-paid mobile services in India. BSNL has its presence in the 21 telecom circles in India with roaming and International roaming. **Bharat Sanchar Nigam Ltd.** was incorporated on 15<sup>th</sup> September 2000. It took over the business providing of telecom services and network management from the erstwhile Central Government Departments of Telecom Services (DTS) and Telecom Operations (DTO), with effect from 1st October 2000 on going concern basis. It is one of the largest & leading public sector units providing comprehensive range of telecom services in India.

BSNL has installed Quality Telecom Network in the country and now focusing on improving it, expanding the network, introducing new telecom services with ICT applications in villages & winning customer's confidence. 36.42 million line basic telephone capacity, 7.13 million Wireless line (WLL) capacity, 95.96 million Global System for Mobile (GSM) capacity, 34,727 Fixed exchanges, 1,17,090 GSM BTSs, 9,594 CDMA Towers, 102 Satellite Stations, 7,73,976 Rkm. of OFC, 4751 Rkm. of microwave network connecting 646 districts, 4519 cities/towns & 6.25 lakhs villages .

### **Bharti Airtel**

Bharti Airtel Limited is a leading global telecommunications company with operations in 16 countries across Asia and Africa. Headquartered in New Delhi, India, the company ranks amongst the top 3 mobile service providers globally in terms of subscribers. In India, the company's product offerings include 2G, 3G and 4G wireless services, mobile commerce, fixed line services, high speed home broadband, DTH, enterprise services including national & international long distance services to carriers. In the rest of the geographies, it offers 2G, 3G, 4G wireless services and mobile commerce. Bharti Airtel had over 413 million customers across its operations at the end of March 2018. Airtel India is the second largest provider of mobile telephony and also second largest provider of fixed telephony in India, and is also a provider of broadband and subscription television services.

Airtel is the first Indian telecom service provider to achieve Cisco Gold Certification. Bharti Airtel is the first Indian telecom service provider to achieve this certification. To earn gold certification, Bharti Airtel had to meet rigorous standard for networking competency service support and customer satisfaction set forth by Cisco. It also acts as a carrier for national and international long distance communication services. The company has a submarine cable landing station at Chennai, with a connection to Singapore. As of 31 July 2018, Airtel has 345.86 million subscribers with a market share of 29.64% in the Indian telephony market.

### **Analysis and Interpretation**

Respondents profile has been divided into two parts, as demographic factors and mobile service provider's related factors.

#### **Demographic profile of the respondents**

	Factors	No. of Respondents	Percentage
Gender	Male	16	53%
	Female	14	47%
Age group	Below 20	3	10%
	21-30	16	53%
	31-40	6	20%
	Above 40	5	17%
	School	5	17%
	Graduate	7	23%

Educational qualification	Post Graduate	15	50%
	Professionals	3	10%
Occupation	Student	2	6%
	Salaried	11	37%
	Self Employment	12	40%
	Unemployed	5	17%
Family Income	Below Rs.5000	6	20%
	Rs.5001- Rs.10000	9	30%
	Rs.10001- Rs.20000	10	33%
	Above Rs.20001	5	17%
Area of Residence	Urban	19	63%
	Rural	11	47%

Source : Primary Data

- Out of 30 respondents, majority (53%) of the respondents are male.
- Majority (53%) of the respondents belong to the age group of 21-30.
- Majority (50%) of the respondents are post graduate.
- Majority (40%) of the respondents are self employed.
- Majority (33%) of the respondents are having family income of Rs.10001- Rs.20000.
- Majority (63%) of the respondents are residing at urban area.

### Information sources about the mobile service providers

#### i. Which service providers are you using now

Customer preference of service is shown in the table below:

Frequency	No. of Respondents	Percentage
BSNL	15	50
Airtel	15	50
Total	30	100

Source : Primary Data

The above table reveals that the no. of respondents are divided into equal ratio to the both mobile service providers.

#### ii. Type of scheme

In customer preference which type of scheme are you using now and it is shown in the below table

	Frequency	No. of Respondents	Percentage
BSNL	Pre-paid	9	60%
	Post-paid	6	40%
Airtel	Pre-paid	10	67%
	Post-paid	5	33%

	Total	30	
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Source : Primary Data

The above table reveals that majority of the respondents are using prepaid schemes. BSNL (60%) and Airtel (67%) are using prepaid connection.

**iii. Opinion about the service offered by the mobile service providers**

The mobile service providers offer new schemes to improve the existing customers and encourage the new customers. The mobile service providers must improve their sales then only then can stand this current competition market.

Frequency		Highly Satisfied		Satisfied		Neutral		Dissatisfied	
Add on card	BSNL	4	27%	7	46%	3	20%	1	7%
	Airtel	8	53%	4	27%	2	13%	1	7%
Tariff plans	BSNL	5	33%	4	27%	4	27%	2	13%
	Airtel	9	60%	5	33%	1	7%	-	-
Internet services	BSNL	5	33%	4	27%	4	27%	2	13%
	Airtel	8	53%	5	33%	1	7%	1	7%
Full talk time offers	BSNL	4	27%	4	27%	3	20%	4	27%
	Airtel	6	40%	6	40%	2	13%	1	7%
Special offers	BSNL	5	33%	6	40%	3	20%	1	7%
Special offers	Airtel	6	40%	6	40%	3	20%	-	-
Value added services	BSNL	5	33%	4	27%	4	27%	2	13%
	Airtel	6	40%	6	40%	2	13%	1	7%
Area coverage	BSNL	6	40%	5	33%	3	20%	1	7%
	Airtel	6	40%	7	46%	1	7%	1	7%

Source : Primary Data

It is clear from the study, BSNL customers are satisfied with their add on card and special offers and highly satisfied with their tariff plans, internet services, fully talktime offers, value added services and area coverage.

The study reveals that, Airtel customers are highly satisfied with their add on card, tariff plans, internet service, full talk time offers, value added services and satisfied with their area coverage and special offers.

**iv. Overall satisfactory level about the mobile service providers**

The mobile service providers are providing best service for their customers. Customer satisfaction is the level of a person's felt state resulting from comparing a product's perceived performance in relation to the person's expectations. If the performance matches the expectations, the customer is satisfied. It will be used to retain the existing customers and encourage the new customers.

	Highly Satisfied		Satisfied		Neutral		Dissatisfied	
BSNL	4	27%	7	47%	2	13%	2	13%
Airtel	6	40%	5	33%	3	20%	1	7%

Source : Primary Data

The above table shows BSNL customers are satisfied with overall service to their respondent and their percentage is 47%. The Airtel customers are highly satisfied with overall service to their respondent and their percentage is 40%.

### **Suggestions**

- ❖ The above analysis, give the clear idea that male respondents are higher than the female respondents. The mobile service providers should take necessary steps to give special schemes and offers for women.
- ❖ The mobile service providers should concentrate to attract the customers by the way of offering new schemes. It will be used to increase the new customer entries and retain the existing customers.
- ❖ The mobile service providers should avoid the area coverage problems by the way of building new towers inside and outside the region.
- ❖ The mobile service providers can conduct the customer service camps to create awareness and analyse the problems regarding network connection, tariff plans and internet services etc.,

### **Conclusion**

This study has been undertaken mainly to highlight the customer satisfaction towards mobile service providers in Trichy district. The study also explores the satisfaction of the two different various mobile services providers, providing service to their customers. Effective customers satisfaction is the centre of all business operations and it also plays a main part in the telecommunication industry. Customer satisfaction helps the companies to improve their performance to their customer standards and identify opportunities for improvement.

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