



A Study on Consumers' Opinion about Influencing and Affecting of Bharat Sanchar Nigam Limited mobile Phone Services in Sivagangai District, Tamilnadu

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Abstract

This study has attempted to carry out the study on the use of BSNL mobile phone services in users of Sivagangai District. A convenience sampling method has been used to select 120 respondents as a sample size. The analysis has indicated that statistical analysis includes tests, namely percentage analysis, F test and chi-square test. The study is aimed at finding out how greater is the consumers' opinion about influencing and affecting mobile phone services which are backbone of any successful business. The study has examined whether consumers' opinions are fulfilled in every way through different services of BSNL mobile phone service providers and whether the companies see to the consumers are fully satisfied at different levels. The study has been particularly done on the factors influencing and affecting the BSNL mobile phone services. The present study finally has concluded that the service provided by BSNL has given immense satisfaction about their opinion to the respondents. Also, it is observed that the people living in this study area are very particular in preferring BSNL mobile service than any other telecommunication service even in future.

Keywords: Consumer Satisfaction, Opinion, Influencing and Affecting factors.

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Introduction

Mobile communication has been watched as one of the hottest industries for the future world economy (Jiaqin Yang and Xihao, 2007).¹ Along with the growth of mobile phone usage, the worldwide war in the mobile phone market has been extremely intensified and should never be underestimated. Consumer satisfaction is influenced by some parameters like service features, consumer feelings and emotions, competing environment, monetary lure and consumer perception. Consumer perception changes from person to person. The age, gender, economic condition and profession influence it (Aruna a. Deoskar, 2009).² The factors influencing the choice of mobile services represent the number of factors. Consumers choose the particular mobile phone services directly or indirectly influenced by the service providers' service (Nautiyal Jyoti, 1999).³ The factors influencing the choice of the mobile services are higher in number including minutes, best voice clarity, pulse of shorter duration, additional feature, no extra charge, multimedia messaging, low administrative changes, least number of call drops, call waiting facility, call conferencing facility, good storage capacity in SIM, call recording facility, reasonable charges for outgoing calls, least number of formalities, large number of promotional schemes, prepaid or post-paid facility, low

cast SIM and others (Agarwal Pradeep, 1999).⁴

Mobile phone service marketing is a wider concept and it involves so many processes faced by the service providers and they meet with success or failure which is the very big achievement to the service providers. There are a lot of problems faced by the service providers, and also by the consumers in handling the mobile phone services. Similarly, the mobile phone service providers are involved in the services, which have given more problems to the consumers and the total telecom services under the control of TRAI [Telecom Regulatory Authority of India Act, 1997], was introduced for regulating telecom services, fixation and revision of tariffs for telecom services, which were done by the Central Government earlier.

Profile of Bharat Sanchar Nigam Limited (BSNL)

The services rendered by mobile phone service providing companies are very essential. Without the service providers, the customers' needs will not get fulfilled. There are various service providers by the mobile companies. A tough competition exists among the service providers in capturing the markets as well as the minds of the consumers. This chapter presents in brief the profile of the BSNL as a service provider. Bharat Sanchar Nigam Ltd. (BSNL) was incorporated on 15.9.2000 and got the right to begin business which was effective from 19th September, 2000. The work of providing telecom services and management of network throughout the country was taken over by the BSNL excluding the metro cities like Delhi and Mumbai form

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the former service providing department of the Government of India namely the department of Telecom Services and Telecom Operation on 1.10.2000 according to a MoU (Memorandum of Understanding) agreement signed between the BSNL and the Government of India. BSNL is a Government Company under Section 617 of the Companies Act, 1956 coming under the control of Government of India's Ministry of Communication and Information Technology and Department of Telecommunications. The Government of India holds the whole share capital of (BSNL) company and the share holding pattern is that 100 per cent of the share capital of the company is held by government of India. It is not listed with stock exchanges. The authorized capital of BSNL is ₹7,500 crores which has been divided into (1,000,00,00,000) one thousand crores as equity shares at ₹10/- each and (750,00,00,000) seven hundred and fifty crores as preference shares of ₹10/-each and also ₹5,000/- crores as paid up share capital of equity shares and ₹7,500/- crores of preference share capital.

Review of Literature

S.Revathi and S.Padmavathy¹ (2005) in their article entitled, "Preference in Cellular Service Providers in the Post-liberalization Era" have found the various factors like poor service from Department of Telecommunications (DOT), lower service charges offered by DOT than by other private players, convenience of contact, accessibility, improvement of own business/profession, prestige and status symbol are the influencing factors for the possession of cell phone connections.

Jain and B.S. Hundal² (2006) in their article titled, "Factors Influencing the Adoption of Cell Phone Services in Rural Areas" have revealed in their study that the choice of service provider is affected by facilitating factor followed by coverage, quality of services and easy availability of connection and bill payment. It is stated that neighbour's choice has affected the respondent's choice to a great extent.

M.Gurusamy, A.Velsamy and N.Rajasekar³ (2012) in their article entitled, "A Study on Customers' Satisfaction towards BSNL Landline Services in Salem City, Tamil Nadu" have noted that the customer influencing customer satisfaction is the main goal of every business organization. In this competitive business scenario each and every activity starts and ends with the customer. The telecommunication is lifeblood for every business activities. Even in this industry there prevails a stiff competition between the service providers. It is seen that most of the respondents are not much satisfied with the features of the phone provided by BSNL when compared to other private landline providers. Most of the respondents are not aware of various schemes. BSNL should focus on the promotional measures as equal to the private service providers to enhance their service activity to satisfy their customers

J.Pakola, M.Pietila and R.Svento⁴ (2003) in their article titled, "An Investigation of Customer

Behaviour in Mobile Phone Markets in Finland" have indicated that price and properties are the major influential factors affecting the purchase of a new mobile phone, whereas audibility, price and friends are regarded as the most important in choice of the mobile phone operators. Customers have certain amount of self-knowledge about telephone features, connection fee, access cost, mobile-to-mobile phone rates, call rates and free calls which are related to mobile phone purchasing respondents. He has stated that customers with prior experience about a product can be able predict their choices relatively well but tend to overestimate the importance of a monthly access fee, mobile-to-mobile rates and connection fees.

R.C.Natarajan⁵ (2006) in his study entitled, "Perception of Mobile Telephone among Youth: An Exploratory Study among the Students of Manipal" has viewed that the economic conditions, market structure, policies regarding tariffs and interconnect agreements and customer/customer characteristics are significant forces affecting the growth of cellular services. He has stated that the regulated monopoly enjoyed by the department of telecommunications has entered the stage of deregulated market competition. Cellular service providers are attracted towards Indian market due to low tele-density demand from middle class and the rapid change in customer behavior towards this sector.

Statement of the Problem

Bharat Sanchar Nigam Limited (BSNL) is India's leading telecommunication provider and the country's largest public sector firm. The BSNL Companies still under the Government, as one of India's other large phone companies. In recent times, the country has undergone tremendous changes and has experienced higher rates of growth economically, industrially and technologically. Increasing infrastructure facilities for telecommunication industry have created more and more competition in the field of telecommunication industry. Bharat Sanchar Nigam Limited enjoys wide network and extensive coverage including in the remote areas. BSNL is very popular throughout the country. In spite of many existing competitors in telecommunication field, BSNL is able to compete more effectively because of its valuable services such as mobile services, landline services and broadband services. Therefore, the present study was undertaken to know about the services offered by BSNL mobile services and also opinion about influencing and affecting of consumers towards these services of BSNL.

Scope of the Study

In this study, attempts have been made to find out the reasons for the purchase of mobile phone services and what exactly influences and affects consumers in the selection of a particular mobile service provider. This study is done in the six taluks of Sivagangai District in Tamilnadu. This research includes collection of data from variety of people from different walks of life and an

assessment has been made of the influences and affects of various variables on consumers. Efforts have been made to understand the usage patterns of mobile phone consumers and the reasons for their opinion.

Objective of the Study

The following are the main objectives of the present study

1. To identify the factors influencing the consumers' opinion on BSNL mobile services.
2. To list out the factors affecting the consumers' opinion on BSNL mobile services and
3. To offer suitable suggestions based on the study.

Hypothesis

Ho: There is no relationship between age, gender educational qualification, occupation, marital status, monthly income and nature of family of the consumers and their level of opinion about the overall influencing of consumers towards BSNL Mobile Phone Services in Sivagangai District. Table shows the chi-square test.

Ho: There is no significant difference between mean ranks towards the affecting problems faced by the BSNL Customers in Sivagangai District.

Methodology

Study Area

Sivagangai District is one of the administrative districts of the state of Tamil Nadu in Southern India. Sivagangai is the district headquarters of Sivagangai District. It is bound by Pudukkottai district on the North east, Tiruchirapalli District on the North, Ramanathapuram District on the South east, Virudhunagar District on the South west and Madurai District on the west. In 2011, the population of Sivagangai District was 1,339,101 with a ratio of sex of 1,003 female for every 1,000 male. Sivagangai District is a fertile land with an area of 4,233 km². The district has six taluks in two revenue divisions in which there are 12 Panchayat unions, 12 town Panchayats, 445 village Panchayats, 38 revenue firkas and 521 revenue villages. Of the total population of the district 6,68,672 are male and 6,70,429 are female. There are 9,59,744 literates in the district, out of which male and female are 5,26,304 and 4,33,440 respectively. This study has been conducted by the researcher in educational Institutions, Central Electro Chemical Research Institute [CECRI], Public, Private and Co-operative banks, Central and State

Percentage Analysis

The percentage technique has been used throughout the report to express the opinion of the respondents.

$$\text{Percentage of Respondents} = \frac{\text{No. of respondents}}{\text{Total respondents}} \times 100$$

government offices and Share Broking offices of Sivagangai district.

Period of the Study

The present study on customer's Opinion about the influencing and affecting of BSNL mobile phone services in Sivagangai District, Tamilnadu was carried out during the period of the study covering from July 2016 to August 2016.

Primary Data

In the study the primary data was collected from the consumers Opinion about the influencing and affecting of BSNL mobile phone services at various levels in various locations.

Secondary Data

Secondary data have been collected from various journals, research articles, seminar reports, newspaper, study reports of expert committees, departmental publications, published reports, books and other literature.

Methods of Sampling and data Collection

The non-probability sampling procedure namely convenience sampling method has been used to list sample respondents for the study. Above 120 respondents have been selected from the consumers' opinion about influencing and affecting the BSNL mobile phone services in Sivagangai district. The study is based on primary data which have been collected through the questionnaire from the customers' opinion about BSNL mobile phone services in Sivagangai district. A pre-test has been done among fifteen respondents to analyze the effectiveness of the questionnaire.

Tools for Analysis

1. Simple percentage has been used in this study for purpose of analysis of the data.
2. Chi-square analysis has been used to test hypotheses in this study
3. 'F' test analysis.

Analysis and Results

The researcher has compared the profile of the consumers and their opinion about influencing and affecting the BSNL mobile phone services.

Table I. Demographic Profile and opinion of the Customers towards BSNL mobile Phone services in Sivagangai District

<i>BSNL mobile Phone Customers</i>		<i>Distribution of BSNL mobile Phone Customers</i>	
		<i>No. of BSNL Cell Phone Customers</i>	<i>Percentage to Total</i>
Age	Below 20 Years	42	35.00
	21 – 40 Years	56	46.67
	41 – 60 Years	16	13.33
	Above 60 Years	6	5.00
	Total	120	100.00
Gender	Male	56	46.67
	Female	64	53.33
	Total	120	100.00
Marital Status	Married	63	52.50
	Unmarried	57	47.50
	Total	120	100.00
Educational Qualification	Upto School Level	27	22.50
	Diploma Holders	33	27.50
	Graduate	23	19.17
	Post-graduate	37	30.83
	Total	120	100.00
Occupation	Students	47	17.50
	Private Employees	29	24.17
	Govt. Employees	21	39.17
	Businessmen	23	19.16
	Total	120	100.00
Income	Below ₹10,000	25	20.83
	₹10,000 – ₹20,000	31	25.83
	₹20,000 – ₹30,000	46	38.34
	Above ₹30,000	18	15.00
	Total	120	100.00
Nature of Family	Joint Family	84	70.00
	Nuclear Family	36	30.00
	Total	120	100.00
Do you have Mobile Phone Services?	Yes	70	58.33
	No	50	41.67
	Total	120	100.00
If Yes, how many mobile phone services do you have?	One	31	44.29
	Two	12	17.14
	More than Two	27	38.57
	Total	70	100.00
If Yes, how many mobile phone services do you have?	One	31	44.29
	Two	12	17.14
	More than Two	27	38.57
	Total	70	100.00
How many Years you have Used the Mobile Phone Services of BSNL?	Below 1 Year	41	34.17
	1 – 2 Years	32	26.67
	2 – 3 Years	6	5.00
	3 – 4 Years	9	7.50
	4 – 5 Years	27	22.50
	Above 5 Years	5	4.17
	Total	120	100.00
Preference of Mobile Phone	Convenience	53	44.17
	Necessity	30	25.00
	Easy Access	28	23.33

	Quick Reach	9	7.50
	Total	120	100.00
Choose of Service Plan	Prepaid	70	58.33
	Postpaid	50	41.67
	Total	120	100.00
If Postpaid Services, Why do you prefer it?	Cost not under control	7	14.00
	Billing Problems	21	42.00
	Huge Deposit	15	30.00
	Continuity of Talk Time	7	14.00
	Total	50	100.00
If Prepaid Services, Why do you prefer it?	Cost Control	26	37.14
	Available Recharge Coupon	27	38.57
	No Deposits	17	24.29
	Total	70	100.00
In which Factor motivates to Purchase of BSNL Mobile Phone?	Better Coverage	72	60.00
	Lost Cost	22	18.33
	Personal Influence	18	15.00
	Advertisement	8	6.67
	Total	120	100.00
Aware of the Service Offered by BSNL Mobile Phone Services	Yes	102	85.00
	No	18	15.00
	Total	120	100.00
If yes, what are the promotional schemes of your service provider you have known so far?	Full Talk Time Offer	35	34.31
	Rate Cutter Offer	39	38.24
	Festival Offer	13	12.75
	Competition Offer	12	11.76
	Low Talk Time Value Cost	3	2.94
	Total	120	100.00
What are the other services provided by mobile phone service?	News	72	60.00
	Sports	37	30.83
	Astrology	10	8.33
	Bank Operators	1	0.83
	Total	120	100.00
Do you get recharge coupon easily?	Yes	90	75.00
	No	30	25.00
	Total	120	100.00
Normal duration of your outgoing calls	Less than one Minute	78	65.00
	One to Two Minutes	19	15.83
	More than Two Minutes	23	19.17
	Total	120	100.00

Source: Primary Data.

Chi-Square Test

The total opinion score of the consumers is obtained by adding up scores of all 23 statements. The opinion of the consumers has been classified into three categories namely, low level, medium level and high level opinion for analytical purposes. The minimum scores are 22 and the maximum scores are 115. As

already stated earlier the respondents are classified into three categories. The classification is followed by the basic statistical parameter such as mean and standard deviation. Arithmetic mean (\bar{X}) and Standard deviation (σ) of the total opinion scores of 120 respondents are computed. While the score value of the respondent \geq

$(\bar{X} + \sigma)$ and the score value of the respondent $\leq ((\bar{X}) - \sigma)$ have been classified as high level perception and low level opinion respectively, score values between $((\bar{X}) + \sigma)$ and $(\bar{X}) - \sigma$ has been classified as medium level opinion. (\bar{X}) and σ are the arithmetic mean and standard deviation which are calculated from the score values of 120 respondents. The arithmetic mean and

standard deviation are 88 and 8 respectively.

$(\bar{X} + \sigma) = (88 + 8) = 96$ and above – High level

$(\bar{X} - \sigma) = (88 - 8) = 80$ and below – Low level

$(\bar{X} - \sigma)$ to $(\bar{X} + \sigma) = 80$ to 96 – Medium level

Table II reveals the opinion of 120 sample respondents.

Table II. The Opinion of the Respondents about the Influencing of BSNL Mobile Phone Services

Sl.No.	Particulars	No. of Respondents	Percentage
1.	Low	14	11.67
2.	Medium	95	79.17
3.	High	11	9.16
	Total	120	100.00

Source: Calculated Primary Data.

Socio-economic Variables and the Overall Influencing the BSNL Customers towards Mobile Phone Services in Sivagangai District.

For testing the relationship between socio-

economic variable of the respondents and regarding the influencing of BSNL Mobile Phone Services in Sivagangai District, Chi-square Test has been employed. The formula for Chi-square Test is as follows.

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

With $(r - 1) (c - 1)$ degrees of freedom

where $E = \frac{\text{Row Total} \times \text{Column Total}}{\text{Grand Total}}$

O = Observed Frequency **E** = Expected Frequency

r = Number of rows in a contingency table **c** = Number of columns in a contingency table

The calculated value of Chi-square is tested with the Table value. The Chi-square for given level of significance is usually at 5 per cent level. If the P value is less than the table value, the null hypothesis is rejected and otherwise is accepted. The following null hypotheses have been framed for analysing the opinion of the respondents.

Ho: There is no relationship between age, gender educational qualification, occupation, marital status, monthly income and nature of family of the consumers and their level of opinion about the overall Influencing of consumers towards BSNL Mobile Phone Services in Sivagangai District. Table shows the chi-square test.

Table III. Chi-square Test to Determine the Personal Variables and their Level of Satisfaction towards the BSNL Mobile Phone Services in Sivagangai District

Personal Variables	Pearson's Chi-Square	Likelihood Ratio	No. of Valued Cases	D.F.	P- Value
Age	5.566	7.615	120	6	0.474
					0.268
Gender	1.952	1.979	120	2	0.377
					0.373
Educational Qualification	18.174	19.793	120	8	0.020
					0.011
Occupation	8.110	11.956	120	8	0.423
					0.153

Marital Status	0.054	0.054	120	2	0.973
					0.973
Monthly Income	36.235	30.203	120	10	0.000
					0.001
Nature of Family	3.483	3.189	120	2	0.175
					0.203

Source: Computed Primary Data.

Affecting Problems Faced by the BSNL Customers towards the Mobile Phone Services in Sivagangai District– F Test

The problem faced by the consumers’ towards BSNL Mobile Services in Sivagangai District. The researcher has applied Friedman test. This is a non – parametric test. This test can be used to find out the

mean ranking, as per the mean rank which one is in the top position under the nineteen statements of BSNL Mobile Phone Services. The ranks were assigned based on the total scores by using SPSS packages.

Ho:There is no significant difference between mean ranks towards the affecting problems faced by the BSNL Customers in Sivagangai District.

Table IV. Problems Faced by the BSNL Customers towards the Mobile Phone Services in Sivagangai District

Friedman’s Test			
Problems faced by BSNL Mobile Phone Consumers	Mean Rank	Chi-square	P Value
Lack of Activation time	12.90	113.594	<0.000**
Poor customer care	8.85		
Lack of bill collection centres	8.48		
High call tariff	10.28		
Increased call tariff	10.52		
Poor network connectivity	10.18		
Low network coverage	9.46		
Voice problems	10.81		
High cost of SMS / MMS	8.42		
Poor Caller tunes services	11.33		
Non –availability of recharge coupons	9.38		
Disconnected frequently	11.60		
Time delay in getting the connection	10.89		
High switching cost	8.65		
Unsuitable plans	10.34		
Complete call drops	9.35		
Frequent network disruption	10.39		
Network problem	8.81		
unwanted messages and calls	9.36		

Note: ** denotes that the significance @ 1 percent level. Source: Primary Data.

Major Findings

1. Table 1.1, proved that consumers opinion, 53.33% respondents are female, 46.67% respondents are 21-40 years, 52.50% respondents are married, 30.83%are post-graduate, 39.17%are govt. employees, 38.34% are ₹20,000 – ₹30,000 are

income group people, Mostly joint family respondents use mobile phone, 58.33% respondents having mobile phone services, 44.29% respondents using one mobile phone services, 34.17% respondents using below 1 year, 44.17%respondents are convenience, 58.33% are

prepaid consumers, 38.57% are prefer prepaid services, 42% are having billing problem, 60% of the consumers getting better coverage, 38.24% respondents enjoying their rate cutter offer, 60.00 of the respondents hearing news and 65% are using less than one minute of their outgoing calls.

2. Table 1.2, it is clear that out of 120 respondents, 11 respondents (9.16 %) fall under the category of high level opinion, 95 respondents (79.17 %) come under the category of medium level opinion, and the remaining 14 respondent (11.67%) fall under the category of low level opinion. Table 1.2 makes it clear that 79.17 per cent of the respondents have medium level of opinion about the level of satisfaction of consumers towards BSNL Mobile Phone Services in Sivagangai District.
3. Table 1.3 that the P value is greater than 0.05. The null hypotheses that there is no relationship between the personal variable such as age, gender, educational qualification, occupation, marital status and nature of family of the respondents and their level of satisfaction is accepted. Hence, it is concluded that there is no significant relationship between the personal variable such as age, gender, educational qualification, occupation, marital status and nature of family of the respondents and their level of satisfaction towards BSNL Mobile Phone Services in Sivagangai District. And the null hypothesis that there is no relationship between monthly income of the consumers and their level of satisfaction is rejected. Hence, it is concluded that there is a significant relationship between the monthly income and their level of satisfaction towards BSNL Mobile Phone Services in Sivagangai District.
4. Table 1.4 shows that P value is less than 0.00, the null hypothesis is rejected at one per cent level of significance. Hence it is concluded that there is a significant difference between mean ranks towards the problem faced by the BSNL Customers in Sivagangai District. Based on the mean rank, it is found that Lack of Activation time (12.90), Disconnected frequently, Poor Caller tunes services, Time delay in getting the connection, Voice problems, Increased call tariff, Frequent network disruption, Unsuitable plans, High call tariff, Poor network connectivity, Low network coverage, Non –availability of recharge coupons, unwanted messages and calls, Complete call drops, Poor customer care, High switching cost, Network Problem, Lack of bill collection centres and High cost of SMS / MMS gets nineteenth ranks respectively. It is concluded that most of consumers faced by the problem of Lack of Activation time, (Disconnected frequently, Poor Caller tunes services, Time delay in getting the connection, Voice problems and Increased call tariff. So the BSNL providers to solve the above problems,

otherwise the consumers are gone to other mobile phone services.

Suggestions

Based on the findings of the study and on the basis of the opinions, expectations and some of the problems of the mobile consumers, the following suggestions are made to develop BSNL mobile service so as to have positive sustainable development in the mobile service in India as well as in the study area.

Consumers' Expectation

- ❖ Fulfillment of consumers' expectation is very difficult but it is important for the success of the every business enterprises. Mobile phone services are severely affected by non-fulfillment of the consumers. It is the basic duty of the business to satisfy the needs and tastes of consumers. Therefore, BSNL has to reformulate new strategies to garner new consumers' base and to serve its clientele in a qualitative manner. In addition, the process involved in taking new connections should be simplified and made easy. By doing so, more people will be converted as consumers easily.

Customer Care

- ❖ Customer care is another powerful and effective media, which can be used by the service providers well to know the queries and complaints of the customers so as to rectify them as early as possible and negative aspects of the business identified can be removed. Many respondents are getting communication through SMS, which are not understandable. Hence, mobile phone service providers have to focus on this area and send messages in understandable language or communicate them in their mother tongue through customer care operators all around the India.

Network Services

- ❖ As the utilization of mobile phone services is taking place at each corner of the India, still there are many areas where the network of some particular services has covered partly. Still in some remote villages there are no mobile phone services. As a result, Towers are very important to provide wide and good coverage all over the country, there is a need for installation of mobile phone towers in each and every corner to make the services available to all people in the India.

Billing Services

- ❖ Another problem faced by the consumers is the billing service. They delay in sending or informing the bill amount, which consumer fail to pay the bill amount in due date with some fine amount or to lose their services. Therefore, they are compelled to switch over to the other mobile phone service

providers. This problem must be cared properly by the mobile phone service providers. BSNL can consider that the payment of the bill can be done through ATM. It will be very convenient for the consumers to pay the bill at any time of the day. Most of the people are not familiar with the payment of bill through online. Therefore, BSNL can conduct some programmes in TV or arrange for customer-meet to educate the customer about how the payment of bill can be made through online / ATM with the demo the issue of pictures printed in brochure or notice.

Conclusion

The BSNL service provider has a bigger mandate to take telecom service everywhere. In order to achieve a large number of consumers, the BSNL has to expand its services in village and towns. It has created an effective distribution channel. In order to survive in the competition world, BSNL has provided a variety of services which are beneficial to the consumers. So that, the BSNL can be a number one telecom sector forever. It could be easily observed that the consumers' opinion about influencing and affecting BSNL mobile services in the study area is optimum. Thus, the present study finally concluded that the services provided by BSNL have reached the study area with highly influencing services to the respondents. Also, it is observed that the people living in this study area are very particular in preferring BSNL mobile service than any other telecommunication service even in future.

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