



A Study on Users' Attitude and Their Opinion Towards BSNL Broadband Services in Sivagangai District, Tamilnadu

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Abstract

In the present modern days broadband is most important and convenience tool of communication have made broadband an essential part of human life. This study has attempted to carry out as an investigative study in educational and research institutions, private employees, central and state government offices and share broking offices, BSNL offices situated in Sivagangai District, Tamilnadu. A convenience sampling technique has been used to select 50 respondents as a sample size. To gather information from the respondents, questionnaire has been used as data collection tool. Opinion of respondents regarding preference, source of influence, source of information and source of purchase in selection of broadband, special features influencing brand preferences of broadband, after sales service in broadband section in BSNL offices, primary objectives of using broadband and duration of using and frequently changing the broadband have been investigated in this study. This paper highlights on attitude and their opinion towards BSNL broadband services. Percentage analysis, Chi-Square test and Garrett Ranking Technique have been applied to test hypotheses framed in this study as well.

Keywords: Communication, Broadband Service, Attitude, Users' Opinion, BSNL Service.

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Introduction

Communication is complete when the receiver knows in the same sense and spirit what the communicator tends to transfer. It is the activity of conveying information through the exchange of ideas, feelings, intentions, attitudes, expectations, perceptions or commands by speech, gestures, writings, behavior and possibly by other means such as electromagnetic, chemical or physical phenomena. It is the meaningful exchange of information between two or more participants. The word "communication is derived from the Latin word "communis" that means common. It means the process of transmitting and interpreting verbal and nonverbal messages¹".

Consumer is the king of today's market of the directives to every service provider. A Market starts with the consumer and ends with the consumer satisfaction. Consumer satisfaction is an extent to which consumers are happy with the products or services provided by a business. The consumers decide to make use of this mode to their fullest advantage. This is an awareness of favourable attitude in consumers towards broadband services. Attitude is evaluative statement either favourable or unfavourable concerning the objective of people or events. Attitudes are an expression of inner

feeling that reflects whether a person is favourably or unfavourably predisposed to some "object" of establishment because they are the outcome of psychological processes. Attitudes are not directly observable but must be inferred from what people say or what they do. Consumers prefer the flexibility and versatility of broadband devices. In addition to broadband also support a wide variety of other services of wire and wireless communications (infrared, blue tooth, Wi-Fi), business applications, gaming and ect.,²

The following lists the comparison and evolution of Wireless Systems from 1G, 2G, 2.5G, 3G, 4G levels like GSM - Global System for broadband Communications, GPRS - General Packet Radio Service, Wi-Fi - Wireless Fidelity and Bluetooth.

Broadband Services

BSNL launched its broadband services on 14-01-05 under a brand name "BSNL BROADBAND". It offers a high speed internet access with speed from 256 Kbps to 24 Mbps. Ever since the broadband network has been started BSNL is continuously expanding this service to meet the fresh demand for it throughout India and as on 31.03.2013 gross customer base BSNL had was 99,27,430 with capacity of 1,00,18,202. And the Number of Broadband connections is 85.74 million in the year as on 31st December 2014.

The services provided by BSNL are:

- i. High Speed Internet Connectivity.

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- ii. Virtual Private Network (VPN) service over broadband.
- iii. Dial VPN services to MPLS VPN customers.
- iv. IPTV (Internet Protocol television) services.
- v. Games on Demand Service.
- vi. VVoBB (Video and Voice over Broadband)
- vii. Entertainment portal.³

Telecom Regulatory Authority of India (TRAI)

There came an unavoidable necessity for separate individual regulation when the private service providers entered the Indian telecom. In 1997, the Telecom Regulatory Authority of India (TRAI) was passed in the Parliament of India. The Telecom Regulatory Authority of India Act, 1997, as it was called, was introduced for regulating telecom services, fixation and revision of tariffs for telecom services, which were done by the Central Government earlier.

Statement of the Problem

There is a rapid growth witnessed by the industries producing Broadband connection services since last period. The service providers have brought out frequent services with superior technology. A number of brands in Broadband connections are available in the market today with different service provider's service features. Therefore, consumers have wide choice of Broadband connection services. Hence, an attempt is made to find out the particular brand of BSNL Broadband connections preferred by the consumers in Sivagangai District.

Scope of the Study

The researcher has analyzed the consumer attitude towards Broadband. The study is a consumer-oriented study. It also considers the opinions of customers towards Broadband. Hence, the scope of the study is confined to consumer who uses the BSNL Broadband services only.

Objective of the Study

The following are the main objectives of the present study

1. To identify the customer's preferences towards the BSNL Broadband connections.
2. To study the customer's purchasing pattern of BSNL Broadband connections.
3. To find out the factors influencing the purchase of the particular brand preferred by the customer.
4. To analyse the general opinion of the customers towards BSNL Broadband connections in Sivagangai District.

Hypothesis

1. Ho- There is no significant relationship between gender of the respondent and their level of importance regarding BSNL Broadband.

2. Ho- There is no significant relationship between family size of the respondent and their level of importance regarding BSNL Broadband.
3. Ho- There is no significant relationship between educational qualification of the respondent and their level of importance regarding BSNL Broadband.
4. Ho- There is no significant relationship between occupation of the respondent and their level of importance regarding BSNL Broadband.
5. Ho- There is no significant relationship between monthly income of the respondent and their level of importance regarding BSNL Broadband.

Methodology

The present study is based on both primary and secondary data. The methodology followed under the study was descriptive research which includes survey and finding enquires. The main purpose of descriptive research is the description of state of affairs, as it exists at present.

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 district has one university in Karaikudi in the name of the Patron Vallal Alagappa Chettiar, sixteen arts and science colleges, nine professional colleges (one Medical college and eight colleges of Engineering and Technology), ten polytechnic institutions, one physiotherapy college and eighteen teacher training institutions. There are fifty six higher secondary schools, eighty five high schools, hundred and forty seven middle schools, nine hundred and eighty six primary schools, fifty six pre-primary schools, six schools for special education and nineteen institutions for other professional education. It has hundred and eighty four commercial banks, eighty seven rural banks and twelve co-operative banks, twenty large scale industries and fifteen small scale industries functioning.

The present study is an effort to analyse the market structure of mobile phone services and consumer satisfaction towards mobile phone services of BSNL in

Sivagangai District. The taluks of Karaikudi, Tiruppattur, Devakottai, Sivagangai, Manamadurai and Ilayankudi of the district have been taken as the representative regions of Sivagangai District. In the study area the BSNL broadband service providers are providing various influencing services to their consumers to become broadband subscribers in more numbers and the consumers' satisfaction level is rapidly growing in the study area.

Primary Data

In the study the primary data was collected from the consumers regarding their attitude and opinion at various levels in various locations.

Secondary Data

Secondary data have been collected from published or unpublished sources. These have been obtained from various journals, research articles, seminar reports, newspapers, government publications, from various records kept by industrialists, business firms, reference books and various operators' sites and others.

Sampling Method

The researcher has chosen convenience sampling for the present study. This method enables the researcher to complete the data collection within the stipulated time.

Sample Size

The sample size was decided on free consent by the researcher and the sample size is 50. The sample of the respondent for the research was taken in Sivagangai District.

Tools for Analysis

The data which were collection from respondent was analyzed by using the following statistical tools: percentage analysis, Garrett Ranking Technique and chi-square test.

Percentage Analyses

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

Garret Ranking Technique

The Garrett Ranking Technique is used to rank the expectation for the user's attitude and their opinion of BSNL broadband services by using Garrett ranking method.

$$\text{Percent Position} = \frac{100 (R_{ij} - 0.5)}{N_j}$$

R_{ij} = Rank given for the i^{th} variable by the j^{th} respondent

N_j = Number of variables ranked by the j^{th} respondent.

With the help of Garrett's Table, the percentage estimated is converted into scores. Then for each factor, the scores of each individual are added and then total value of scores and mean values of score are calculated. The factors having highest mean value are considered to be the most important factor.

Chi – Square Test

For testing the relationship between personal variables of the respondents and level of satisfaction, Chi-square Test has been used. For computing Chi-square test, the following formula has been used.

$$\text{Chi-square} = \sum \frac{(O - E)^2}{E}$$

Where

O = Observed frequency

E = Expected frequency

c = Number of columns in a contingency table

and

r = Number of rows in a contingency table

The calculated value of Chi-square is measured with the table value of Chi-square for given level of significance usually at five per cent level. If the calculated value (C.V) is less than the table value (T.V), the null hypothesis is accepted and otherwise it is rejected.

Period of the Study

The data has been collected by the researcher through interview schedules from the broadband service users in the month of January 2016 to March 2016.

Limitation of the Study

1. The study is undertaken from the consumer point of view only and so others are not included.
2. This study covered a sample of 50 consumers from each taluk.
3. The majority of the respondents did not maintain proper records. Hence, the facts and information were provided by the respondents from their memory.
4. This study has not covered workers' satisfaction level.

Analysis and Results

The researcher has compared the profile of the consumers to uses their opinion, rank the brand preference and influencing services and customers' opinion.

Table I. Respondent's Personal Profile -Wise Percentage Analyses

S.No	Factors	Classification	No. of Respondents	Percentage (%)
1	Sex	Male	30	60
		Female	20	40
2	Age	20-30	23	46
		31-40	10	20
		41-50	9	18
		Above 50	8	16
3	Family size	Below 3	6	12
		3-5	36	72
		Above-5	8	16
4	Educational qualification	SSLC	13	26
		HSC	4	8
		Degree/Diploma	22	44
		P.G	11	22
5	Occupation	Government employee	14	28
		Private employee	20	40
		Professional	11	22
		Business man	5	10
6	Income	Less than Rs.5000	19	38
		5001-10000	18	36
		10001-20000	5	10
		Above20000	8	16
7	Years of using the brand	1 year	8	16
		2 year	25	50
		3 year	7	14
		Above 3 year	10	20
8	Classification of offer	Festival offers	15	30
		Gift hampers	6	12
		Discount	9	18
		Many time offers	20	40
9	Information about the brand	Advertisement	24	48
		Friends	15	30
		Relatives	11	22
10	Mode of purchase	Dealers	11	22
		Show room	34	68
		Exhibition	5	10
		Imported	-	-

Source: primary data

Garrett Ranking Method

The percentage score for each ranks have been calculated. The percentage score thus obtained for all the four ranks have been converted into scale values using Scale Conversion Table given by Henry Garrett. The scale value for the first rank to fifth rank is 75, 60, 50, 40 and 25 for table-2 and 73, 58, 43 and 28 for table-3 respectively. The score value (fx) has been calculated for each factor by multiplying the number of respondents (f) with respective scale values (x). The total scores have

been found by adding the score values (fx) of each rank for every factor. The mean score has been then calculated to know the order of preference given by the respondents for the factors. Based on the mean score, overall ranks have been assigned for each factor. The ranking analysis of the Consumers influencing and Attitude and opinion the broadband Services to a particularly BSNL has been identified through Garrett's Ranking Technique, which is shown in Table II and Table III.

Table II. Ranking of the Influencing of BSNL Broadband Services

<i>Rank Scale</i> <i>Factors</i>		<i>I</i>	<i>II</i>	<i>III</i>	<i>IV</i>	<i>V</i>	<i>Total</i>	<i>Total score</i>	<i>Mean score</i>	<i>Rank</i>
		<i>75</i>	<i>60</i>	<i>50</i>	<i>40</i>	<i>25</i>				
Quick Communication	f	20	13	5	5	7	50	2905	58.1	II
	fx	1500	780	250	200	175				
Easy Contact	f	19	17	7	4	3	50	3030	60.6	I
	fx	1425	1020	350	160	75				
Low Cost	f	6	10	21	8	5	50	2545	50.9	III
	fx	450	600	1050	320	125				
Attractive Schemes	f	3	6	11	25	5	50	2260	45.2	IV
	fx	225	360	550	1000	125				
Easy recharge	f	2	4	6	9	29	50	1775	35.5	V
	fx	150	240	300	360	725				
Total $\sum f$		50	50	50	50	50				

Source: Primary Data.

Note: (f)=Number of Respondents, (x)=Scale Values, (fx)=Score Value

Table III. Ranking of the Consumers Attitude and Opinion of BSNL Broadband Services

<i>Rank Scale</i> <i>Factors</i>		<i>I</i>	<i>II</i>	<i>III</i>	<i>IV</i>	<i>Total</i>	<i>Total score</i>	<i>Mean score</i>	<i>Rank</i>
		<i>73</i>	<i>58</i>	<i>43</i>	<i>28</i>				
National wide connectivity can be accessed	f	13	13	11	14	50	2510	50.2	III
	fx	949	696	473	392				
It's easy to get broadband connection	f	16	15	13	6	50	2768	55.3	I
	fx	1168	870	559	168				
Tower capacity of service providers is highly sufficient	f	15	14	17	4	50	2750	55	II
	fx	1095	812	731	112				
Excellent billing is done in BSNL	f	6	8	10	26	50	2060	41.2	IV
	fx	438	464	430	728				
Total $\sum f$		50	50	50	50				

Source: Primary Data.

Note: (f)=Number of Respondents, (x)=Scale Values, (fx)=Score Value

Table IV. Association between Personal Factors and Opinion in Broadband Services

Personal Factors	X²	Result	Inference
Gender	10.029	H ₀ = Rejected	Significant
Family Size	1.503	H ₀ = Accepted	Not Significant
Educational qualification	17.061	H ₀ = Rejected	Significant
Occupation	8.255	H ₀ = Accepted	Not Significant
Monthly Income	14.724	H ₀ = Rejected	Significant

S= Significant NS = Not Significant

Major Findings

Table I shows that, out of which 50 respondents of the study, 30(60%) respondent are male, 23(46%) respondent belong to the age group of 20-30, 36(72%) respondents come under the family size of 3-5 members, Among the total respondents, 22(44%) respondent come under the educational qualification of degree/diploma, 20(40%) respondents belong to the category of private employees, 19(38%) are drawing their monthly income as less than Rs. 5000, 25(50%) respondent are using the brand for 2 years, 10(20%), 20(40%) respondent preferred buying system without any offers, 24(48%) respondent received the source of information by Advertisement, 34(68%) respondent prefer to purchase the broadband by visiting the show room.

It is seen from the Table II the result of Garrett's Ranking Technique test shows that the respondents give more importance to the factors that influencing them in the BSNL broadband services like "Easy Contact" 60.6 per cent is considered as the first factor of preference of the respondents"; "Quick Communication" 58.1 per cent is ranked as the second; "Low Cost" 50.9 per cent occupies the third position, "Attractive Schemes" 45.2 per cent comes in the fourth place and "Easy recharge" 35.5 per cent comes in the fifth place.

It is seen from the Table III the result of Garrett's Ranking Technique test shows that the respondents give more importance to the factors that Attitude and opinion them in the BSNL broadband services like "It's easy to get broadband connection" 55.3 per cent is considered as the first factor of preference of the respondents"; "Tower capacity of service providers is highly sufficient" 55 per cent is ranked as the second; "National wide connectivity can be accessed " 50.2 per cent occupies the third position and "Excellent billing is done in BSNL " 41.2 per cent comes in the fourth place.

The result of Garrett's Ranking test shows that the respondents give more importance to the factors that satisfy them. In the influencing, Attitude and opinion, the factors "Easy Contact" and "It's easy to get broadband connection" have been ranked as the first.

It is found from the Table IV the calculated value x^2 is much greater than the table value. Hence the Null hypothesis is rejected. Hence there is significant relationship between gender of respondent and their level of importance.

The calculation value x^2 is less than the table value, hence the null hypothesis is accepted. Therefore there is no significant relationship between family size of the responded and level importance.

The calculated value of x^2 is much greater than the table value. Hence the Null hypothesis is rejected. Hence there is significant relationship between educational Qualification of the respondent and their level of importance.

The calculated value x^2 is much greater than the table value. Hence the Null hypothesis is rejected.

Therefore there is significant relationship between occupation of the responded and level of importance.

The calculation value x^2 is less than table value. Hence the null Hypothesis is accepted. Hence there is no significant relationship between monthly Income of the respondent and their level of importance.

Hence, it's concluded that, gender, educational Qualification and occupation are much greater than the table value. So, the Null hypothesis is rejected. Hence there is significant relationship with consumers' attitude and their opinion. It is also found that family size and monthly Income less than the table value. So, the null Hypothesis is accepted. Hence there is no significant relationship with consumers' attitude and their opinion.

Suggestions

Based on the findings of the study and on the basis of the opinions, expectations and some of the problems of the Broadband consumers, the following suggestions are made to develop BSNL Broadband service so as to have positive sustainable development in the Broadband service in India as well as in the study area. Serious attention of all concerned like consumers' expectation, customer care, prevention of criminal Acts, clear schemes and plans, network services, users' satisfaction, billing services, value added service, unwanted services and other drawbacks in service are invited to provide constructive suggestions to improve the services of the BSNL in a better way.

1. As the consumer suggested, to boost up the sales of broadband, the price may be reduced to certain extend.
2. Since most of the customers have the tendency to retain their broadband for a long period, the manufactures may produce new models with advanced technology, economical and longer life period.
3. To increase the monthly turn over, the dealers may still concentrate on advertisement, show room display exhibition.

Conclusion

Broadband is the new generation in optical disc communicating technology. It's a faster system. It aims at encompassing business, education, technical and service information with multi-format. Advanced technology and quality are the main features to choose the particular brand of BSNL broadband. BSNL brand is the most preferable in the study area. Particularly respondents most of them are using only BSNL broadband service. The BSNL broadband service providers are provided the better quality services not only to their existing consumers but also the new consumers, so most of the respondents in the study area prefer and using BSNL broadband services.

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