



**Examining the major problems faced by the landline consumers
and their complaining behaviour in bharat sanchar nigam limited
revealed with henry garrett ranking technique**

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ABSTRACT

Telecom is one of the fastest-growing industries in India and as the second largest market in the world. The BSNL is one pioneer and the largest segment in the telecom industry. Consumer perception is the primary goal of every business organization. As the rapid changing business scenario for the entire transaction activities begins and ends with the consumer. This study aims to focus that to identify the perception level of the consumers on BSNL mobile service provider. So, it is very essential for the service provider to understand the influence of various Demographic variables that influence the perception and satisfaction level to win the hearts of the consumers. For the purpose, a survey based descriptive research design adopted to conduct for this study in Erode. The Simple Random Sampling Method is used to collect data and to be collected from 202 sample respondents through a structured questionnaire. The study find that demographic perception of the respondents were identified their choosing in the landline service provider. The demographic factor does not influence the perception of the respondents in the BSNL mobile service provider. The study concludes that the problems faced by the BSNL consumers and their complaining behaviour to the respondents with the help of Garret ranking calculation. BSNL should focus on the promotional measures competitive to the private

sector service providers, to enhance their service activity for the satisfaction of the consumers.

I.INTRODUCTION

Bharat Sanchar Nigam Limited (BSNL) formed in October, 2000 is an Indian state-owned telecommunications company headquartered in New Delhi, India. It is the largest provider of fixed telephony and fourth largest mobile telephony provider in India, and is also a provider of broadband services. It is the World's seventh largest Telecommunications Company providing comprehensive range of telecom services in India. However, in recent years the company's revenue and market share plunged into heavy losses due to intense competition in Indian telecommunications sector. The BSNL is India's oldest and largest communication service provider (CSP). It had a consumer base of 95 million as of June 2011. It has footprints throughout India except for the metropolitan cities of Mumbai and New Delhi, which are managed by Mahanagar Telephone Nigam (MTNL).

The BSNL then known as the Department of Telecommunications had been a near monopoly during the socialist period of the Indian economy. During this period, DoT was the only telecom service provider in the country. MTNL was present only in Mumbai and New Delhi. During this period the DoT operated as a typical state-run organization, inefficient, slow, bureaucratic, and heavily unionised. As a result subscribers had to wait for as long as five years to get a telephone connection the corporation tasted competition for the first time after the liberalisation of Indian economy in 1991. Faced with stiff competition from the private telecom service providers, it has subsequently tried to increase efficiencies itself. The DoT veterans, however, put the onus for the sorry state of affairs on the Government policies, wherein all state owned service providers were required to function as mediums for achieving egalitarian growth across all segments of the society. The DoT, however, failed to achieve this and India languished among the most poorly connected countries in the world. So, the BSNL was born in 2000 after the corporatisation of DoT.

The corporatisation of BSNL was undertaken by an external international consulting team consisting of a consortium of A.F.Ferguson & Co, JB Dadachanji and NM Rothschild - and was probably the most Complex corporatisation exercise of its kind ever attempted anywhere because of the quantum of assets (said to be worth USD 50 Billion in terms of breakup value) and over half a million directly and indirectly employed staff. Satish Mehta, who led the team later, confessed that one big mistake made by the consortium was to recommend the continuation of the state and circle based geographical units which may have killed the synergies across regions and may have actually made the organisation less efficient than had it been a seamless national organisation. Vinod Vaish, then

Chairman of the Telecom Commission made a very bold decision to promote younger talent from within the organisation to take up a leadership role and promoted the older leaders to a role in licensing rather than in managing the operations of BSNL. The efficiency of the company has since improved; however, the performance level is nowhere near the private players.

II.REVIEW OF LITERATURE

A literature review is a narrative and gives the guidelines with the help of relevant research topic and field. A critical literature review is a vital evaluation of the relevant literature.

Harvinder Singh (2005) in his study, “Mobile Telephony Need to Knock Multiple Doors” concluded that, Mobile telephony in India has been tremendous growth in terms of subscriber base, tele-density, and usage, in the past six years, but it has not translated into a high Average Revenue per User (ARPU). A gradual but steady shift of mobile service operators towards value added services will help in achieving a higher level of differentiation among service operators. It will also generate an alternative stream of revenue and dependence on voice-call revenue will come down.

Smruti Bulsari (2006) in his study “National Telecom Policy (NTP) 1994 and Structural Change in Telecommunication sector of Gujarat” concluded that, there has been a significant development in the telecommunication sector in the past decade. The reforms in the telecommunications sector its beginning with the liberalization policy in general and the NTP 1994. This policy was revised after having identified the lacunae and it is being revised continuously in tune with the changes in technology and value added services with basic telephony. Since the introduction of the NTP 1994, a significant growth

in the telecommunications sector of Gujarat and the growth rate is estimated to be 9.6%.

Jessy John (2011) in his study “An analysis on the customer loyalty in telecom sector: Special reference to Bharath Sanchar Nigam limited, India” concluded that, the purpose of this paper was to investigate the factors that influence customer loyalty of BSNL Subscribers. Trustworthiness, relationship, image, value added services and inconvenience in switching phone no. were found to be the key factors that influenced the loyalty of the BSNL Subscribers. Even though the service provided by BSNL is very cost effective it is still losing its customer base. BSNL must look away from the issue of cost and must try to improve the network quality and the quality of customer services as per the expectations of the Subscribers. At the same time initiatives should be taken to improve the functional service quality where attention should be given to improve reliability, assurance, empathy and overall satisfaction of the Subscribers. The existing Subscribers should be actually made to feel that the ‘BSNL is best hay mere a lie’ which means BSNL is the best one.

Sivarthina Mohan. R and Aranganathan, P (2011) in their study “Conceptual framework of Mobile Marketing : Spamming the consumer around the world” found that, Mobile phones can also be an extremely cost effective communication channel as well as an efficient way of delivering a marketing message. Promotion through mobiles has emerged as an integral part of any brand’s marketing campaign today. It has become an important engagement tool for Brands and aims to fulfill the gap that traditional media has been unable to bridge. With the increasing popularity of the Mobile Internet, this form of marketing is soon on the edge to achieve a significant reach. It is also widely believed that the success of mobile advertising will directly depend upon the

penetration and the success of Mobile Internet. There are plentiful opportunities for content and service operators to generate mobile value added services (mVAS) revenues from this nascent market.

III.OBJECTIVE OF THE STUDY

To study the problems faced by the BSNL consumers and their complaining behaviour.

IV.STATEMENT OF THE PROBLEM

As it is the era of tele communications which is a growing sector which faces numerous problems day by day and the percentage of service providers also increases simultaneously.

Similarly buying behaviour of the consumers also gets increased hence it is necessary to maintain a smooth relationship with the consumer and to maintain a good consumer service and to rectify the problems faced by the consumers.

V.RESEARCH METHODOLOGY

Sampling Design

The Simple Random Sampling Method is used to collect data and to be collected from 202 sample respondents in Erode district through data is collected for solving particular problem through well-structured questionnaire.

Henry Garret Ranking Technique

Garrett’s ranking technique was adopted to analyse the views of the employees. The order of merit thus given by the employees for each statement under each head was converted into ranks by using the following formula.

$$100 (R_{ij} - 0.50)$$

Per cent Position = -----

$$N_j$$

Where

| S.No | Statement of Problem | MS | TS | R |
|------|--|-----|------|-----|
| 1 | Technical problem you face in your Landline connection | 746 | 2238 | IV |
| 2 | Receive voice from other end without clarity | 827 | 1654 | V |
| 3 | Defect in the Billing system | 486 | 2916 | II |
| 4 | Difficulty in Payment of bill | 606 | 3030 | I |
| 5 | Defect in Consumer Care | 870 | 870 | VI |
| 6 | Compliant Clearance | 704 | 2816 | III |

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

N_j = Number of statements ranked by j th respondent

The per cent position of each rank thus obtained was converted into scores by referring to the table given by Garrett.

Problems faced by the Landline consumers in BSNL

It is inferred from the above table that complaint in the “Difficulty in the

Payment of bill” was ranked as a first problem with a total score of 3030. Defect in the Billing system was ranked as second with a total score of 2916. Compliant Clearance, Technical problem you face in your Landline connection, Receive voice from other end without clarity and Defect in Consumer Care were ranked as III, IV, V and VI with a total score of 2816, 2238, 1654 and 870 respectively by the problems faced by the BSNL consumers and their complaining behaviour.

FINDINGS

From the analysis it is evident that the “Difficulty in the Payment of bill” was ranked as a first problem with a total score of 3030. Defect in the Billing system was ranked as second with a total score of 2916. Complaint clearance, Technical problem you face in your Landline connection, Receive voice from other end without clarity and Defect in Consumer Care were ranked as III, IV, V and VI with a total score of 2816, 2238, 1654 and 870 respectively by the problems faced by the BSNL consumers and their complaining behaviour.

SUGGESTIONS

Based on the findings the following suggestions have been made

1. Difficulty in the Payment of bill was ranked as the major problem by the respondents and the company can recruit new employees for payment alone.
2. Defect in the Billing system was ranked as the problem by the respondents and the system can be updated to new technologies.
3. The company should concentrate on the customer care service and the respondents are facing certain problems with technical issues. So, they should fix all those problems.

CONCLUSION

BSNL needs to focus on updating and recruitment of new employees and it is clearly visible that BSNL stands first place in network coverage. Customer service is highly important. Each and every company has to concentrate on that. Quality is highly important. If we provide a good quality network to the people then the

consumers will also be loyal to us. Thus, making the customers satisfied is highly important. When the competitors are so updated technically, then the company also should upgrade themselves. We can also benchmark if needed.

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