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A study on satisfactions level of the customer and problems faced by operators on the new scheme of expressions of interest announced by TACTV with special reference to Tiruchengode

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ABSTRACT

Telecommunications is the largest growing sector on all over the countries. 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 growth of other industries. 150 customer and 20 operators were administrated for the Research questionnaire for analysing satisfactions level and the problems faced by the operators after announced the new scheme expression of interest announced by Tamil Nadu arasu cable television. Simple Percentage Analysis and Henry Garrett Ranking were used to analyze the data. This results shows that the satisfaction level of the customer and the problems faced by operators.

INTRODUCTION

Tamil Nadu Arasu Cable TV Corporation Ltd (TACTV), a Government of Tamil Nadu undertaking, incorporated under the Companies Act, 1956 with an aim to provide high quality cable signals to the public through Local Cable Operators at an affordable cost. They first launched set off box for digitalizing the analog signal into digital signal for transmitting high definition picture quality for customer at affordable price. Recently, expression of customer interest scheme announced by TACTV for expressing the customer interest for the channels to be shown on their on television.

STATEMENT OF THE PROBLEM

A digital addressable system (DAS) means the broadcasted channels will be provided by multi-system operators (MSOs) to consumers through local cable operators (LCOs) only in digital format and fully encrypted. This will require the consumer

to fit a set-top box (STB) to be connected to their television which will decrypt these digital and encrypted channels to be viewed. Please note that for every TV in a household one needs to have a separate STB. Expression of interest is the scheme announced by TACTV for showing the interest of the customer. The main aim of the study is to identify the satisfaction level of the customer after the expression of interest scheme and also to identify the problems faced by the operators after the scheme launches. [1-3]

OBJECTIVES OF THE STUDY

- To identify the problems faced by operators on new scheme of expression of interest announced by TACTV.
- To identify the satisfactions level of the customer on new scheme of expression of interest announced by TACTV.

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SCOPE OF THE STUDY

- This study bring out success of the expression of interest scheme announced by TACTV.
- This study helps in bringing customer and operators problems on the new scheme announced by TACTV.
- This study helps in identified the customer is satisfied with the new scheme announced by TACTV.

LIMITATIONS OF THE STUDY

- Many Respondents neglected to respond to the Survey in their Busy Schedule.
- Many Respondents found it difficult to Rank the Problems faced by them, as they are equally facing all the problems.
- Questioner is in English so they cannot able to answer the questions properly.

LITERATURE REVIEW

1. T. V. Ramachandran analyzed performance of Indian Telecom Industry which is based on volumes rather than margins. The Indian consumer is extremely price sensitive. Various socio-demographic factors - high GDP growth, rising income levels, booming knowledge sector and growing urbanization have contributed towards tremendous growth of this sector. The instrument that will tie these things together and deliver the mobile revolution to the masses will be 3rd Generation (3G) services.
2. Virat Bahri explains the viewpoint of Sam Pitroda the Chairman of Worldtel that identifies opportunities for investments in telecommunications. He analyses that there is an increasing role for telecom in e-governance in India. According to him, technology can be leveraged to take India's development to next level.
3. Marine and Blanchard identifies the reasons for the unexpected boom in mobile networks. According to them, cell phones, based on Global System for Mobile Communication (GSM) standard require less investment as compared to fixed lines. Besides this, a wireless infrastructure has more mobility, sharing of usage, rapid

profitability. Besides this, usage of prepaid cards is the extent of 90% simplifies management of customer base. Moreover, it is suitable to people's way of life-rural, urban, and sub-urban subscribers.

RESEARCH DESIGN

A Master plan that specifies the method and procedures for collecting and analysing needed information.

Sample design

Sampling is the process of selecting a sufficient number of elements from the population. A Sample Design is a definite plan for obtaining a sample from the sampling frame. It refers to the technique or the procedure the researcher would adopt in selecting some sampling units from which inferences about the population is drawn.

Probability sampling

Probability sampling is a sampling technique where the samples are gathered in a process that will have all the individuals in the population of getting equal chances of being selected.

Simple random sampling

A simple random sample is a subset of a statistical population in which each member of the subset has an equal probability of being chosen.

Size of the sample

The Sample size is 170. (150 Customers & 20 Operators)

Data collection method

Primary data

These are data which are collected for the first time directly by the Researcher for the Specific study undertaken by him. In this research primary data are collected directly from the Respondent by using Questionnaire cum Enumeration Method.

Secondary data

These are data which are already collected and used by someone preciously. The data's are collected from journals, magazines and websites.

Statistical tools used

To analyse and interpret collected data the following simple percentage and ranking were used.

Simple percentage analysis

To analyse and interpret collected data the following simple percentage and ranking were used.

Formula

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

Henry garrett ranking

Garrett's ranking technique to find out the most significant factor which influences the respondents; Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula: Percent Position = $100 (R_{ij} - 0.5) / N_j$ Where R_{ij} = Rank given for the i th variable by j th respondents N_j = Number of variable ranked by j th respondents.

DATA ANALYSIS

The Respondents participated in the research are from diversified background with gender, age group, marital status and educational qualification.

Table-1 Demographic profile of the customer respondents

Details of the respondents	No of respondents	Percentage	
AGE	Below 20 years	6	4
	20-30 years	125	83.33
	30-40 years	18	12
	Above 40 years	1	0.6
	TOTAL	150	100
GENDER	Male	114	76
	Female	36	24
	TOTAL	150	100
EDUCATIONAL QUALIFICATION	SSLC	6	4
	HSC	8	5
	UG	109	72.66
	PG	27	18
	TOTAL	150	100
MARITAL STATUS	Single	124	82.66
	Married	26	17.33
	TOTAL	150	100

Source: Primary data

Interpretation

The participant in the survey are 76% of the respondents are male and 36% of the respondents are female, 4% of the respondents are belongs to the age group of below 20 years, 83 % of the respondents are 20 to 30 years of age, 12% of the respondents are 30 to 40 years of age, 0.6% of the

respondents are above 4 years of age, 4% of the respondents educational qualifications is SSLC, 4% of the respondents are HSC, 72.66% of the respondents are UG, 18% of the respondents are PG and 82.66% of the respondents are single and remaining 17.33% of the respondents are unmarried.

Table-2 Demographic profile of the operators respondents

Details of the respondents	No of respondents	percentage
AGE	Below 20 years	0
	20-30 years	3
	30-40 years	5
	Above 40 years	12
	TOTAL	20
GENDER	Male	20
	Female	0
	TOTAL	20
EDUCATIONAL QUALIFICATIO SN	SSLC	0
	HSC	6
	UG	14
	PG	0
	TOTAL	20
MARITAL STATUS	Single	2
	Married	18
	TOTAL	20

Source: Primary Data

Interpretation

The participant in the survey are all of the respondents are male and none of the respondents are belongs to the age group of below 20 years, 15 % of the respondents are 20 to 30 years of age, 25% of the respondents are 30 to 40 years of age,

60% of the respondents are above 40 years of age, none of the respondents educational qualifications is SSLC, 30% of the respondents are HSC, 70% of the respondents are UG, none of the respondents are PG and 10% of the respondents are single and remaining 90% of the respondents are unmarried.

Table-3 The problems faced by operators on new scheme of expression of interest announced by tactv.

S.NO	PROBLEMS	MEAN SCORE	TOTAL SCORE	RANK
1	Installations	63	378	2
2	Data collections	68	340	6
3	Loss of customers	49	392	1
4	High price rate	90	360	4
5	Quality of services	115	345	5
6	Income reduction	53	371	3
7	Tariff problems	116	232	7
8	Management pressure	129	129	8

Interpretation

From the above table, Loss of customers is ranked as no 1 with the total mean score of 392, Installations is ranked as no 2 with the total mean score of 378, Income reduction is ranked as no 3 with the total mean score of 371, High price rate is ranked as no 4 with the total mean score of 360,

Quality of services is ranked as no 5 with the total mean score of 345, Data collections is ranked as no 6 with the total mean score of 340, Tariff problems is ranked as no 7 with the total mean score of 232 and Management pressure is ranked as no 8 with the total mean score of 129.

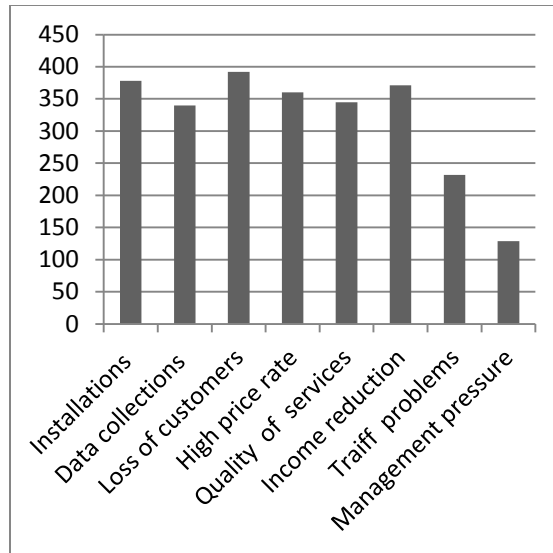


Chart-1 The problems faced by operators on new scheme of expression of interest announced by tactv.

FINDINGS

- Loss of customers is ranked as no 1 with the total mean score of 392.
- Installations is ranked as no 2 with the total mean score of 378.
- Income reduction is ranked as no 3 with the total mean score of 371

SUGGESTIONS

- They may provide some new offers like number of free channels gets increases to retain the customers.
- Proper installation camp can be conducted for the operators for installations on set off box.

REFERANCES

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- Their percentages of income for operators can be revised by the government.

CONCLUSION

The success of the business or a scheme announced by government is depends upon the satisfaction level of the end user of the product or services that is customer. The customer they are fairly satisfied on the new scheme announced by tactv but the operators handling the scheme has some of the difficulties like their income handling of problems etc. Because of this new scheme many of the customer had switched their network its should be solved through new offers and commitments.