

## Customer Attitudes towards A Public Sector Telecom Company (Bsnl) In Land Line

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### ABSTRACT:

Customer attitudes are a composite of the three elements: cognitive information, affective information and information concerning a consumer's past behavior and future intentions. In other words attitude consist of thoughts or beliefs, feelings and behaviors or intensions towards a particular thing which case is usually a good (concrete item) or service. Customers' attitudes are highly important and evitable for the smooth functioning of an organization having public dealing and responsibilities. It depends on several factors like tangibility, reliability, assurance, superior service quality, empathy etc. This paper studied the various aspects of customer attitudes especially satisfaction, causes, reason, its impacts in telecom sector with suggestions. It is the main goal of every organization. Satisfaction level is a function of difference between perceived performance and expectations. If the products' performance exceed expectation the customer highly satisfied or delighted. If the performance matches the expectation the customer is satisfied and if the product performance fall shorts of expectation the customer is dissatisfied. In the present scenario, the telecommunication is life blood for every business activities. It depends on several factors like tangibility, reliability, assurenc, superior service quality etc.

*Key words: customer, BSNL, Landline, satisfaction, behavior, telecom, attitude*

### INTRODUCTION:

In 1850,the first experimental electric telegraph line was started between Calcutta and Diamond Harbour. In 1851,it was opened for the use of the British East India Company. In 1881 ,a license was granted by (British East India Company) to the oriental Telephone company for opening Telephone exchange at Calcutta, Bombay, Madras and Ahmadabad and the first formal telephone service was established in the country.

On 28 January 1882, Major E Baring, member of the Government General of India's declared open the telephone exchanges in Calcutta, Bombay and Madras. Pre 1902 cable

telegraph started in India.1902 first wireless telegraph established.1907 first Central Battery Exchange installed in Kanpur. During 1913-14, first automatic exchange installed in Shimla. In 1927 Radio Telegraph was introduced.1933 radio telephone was introduced.1953 carrier system was introduced .1960 first subscriber trunk dialing commissioned between Luck now and Kanpur.

In 1975 PCM commissioned between Mumbai and Andheri. In 1976 digital Microwave introduced.1979 optical fiber system commissioned at Pune. In 1980 satellite earth station for domestic communications established at secundarabad.1984 C Dot established. In 1995 first mobile telephone service started.

Telephones are the most popular communication media for all kinds of community. In India, after initiation of the liberalization process by the government in 1991, there was a rapid change in service environment. Before privatization, liberalization and globalization telecommunication was a monopoly under department of telecommunications in Government of India.

But today there are so many companies came in the industry .As a result the competition for retaining the customer between the companies increased. In India the major players of land line telephones industry section are of BSNL,MTNL, Bharathi airtel, Reliance communications, and Tata tele services. The other major problem faced is the competition from mobile companies. So the companies of landline sector facing a strong challenge to retain the customer and giving a satisfactory service.

Implication for telecommunications regulation should require that communication service providers ensure that switching is fast, cheap, predictable and reliable and that consumers are able to switch with minimum difficulty and delay.

Attitude is a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor. It is a complex mental state involving beliefs and feeling and values and dispositions to act in certain ways. Understanding of customers attitudes can help a business because understand customers better and perhaps even change their attitudes. Customer's attitude towards land line showing connection is important as land line showing a tendency to decrease day by day .Since land line revenue is ten times more than mobile revenue, customer attitude is important. So attitude is an important concept in marketing.

. There is arelationship between service quality attributes and customer satisfaction, follows a linear path. It suggests the existence of a threshold level after the strength of the relationship between the two constructs, for some service attributes, adjusts. Depending on the type of adjustment, service attributes can be classified satisfier or dissatisfier, each require a distinct managerial action.

## **OBJECTIVES OF THE STUDY:**

- 1 To make an analysis of subscriber attitudes of BSNL land line customers using questionnaire survey.
- 2 To identify the variables influence the subscriber attitudes.
- 3 To analyze the correlation between the variables.

## **COLLECTION OF DATA:**

There are two types of a data viz, primary data and secondary data. The primary data are the original sources from which the investigator directly collects data for the first time .In this project the primary data collected through questionnaire method from BSNL subscribers in land line.

Secondary data are not originally collected by the investigator originally but gathered either from published or unpublished sources. This data can be obtained from various journals, govt. publication and from various records kept by industrial r business firms and reference books etc.

## **SIGNIFICANCE OF STUDY:**

An organization is a place where people come and work together to achieve something for them self and for others. Before privatization, liberalization and globalization telecommunication was a monopoly under department of Telecom in Govt. of India. But today there are so many companies came in the industry, as a result the competition for retaining the customers between the companies were increased. BSNL is the number one telecom company in India having maximum customer base in land line. All companies especially BSNL, a public sector company facing a strong challenge to retain the customers and giving a satisfactory service. It is observing that land line base is showing a rapid decreasing tendency as majority of the customers are going for mobile service as it is handy, convenient and more reliable than land line in service .

The revenue from the land line is much more than that of mobile connection for all operators in India. So retain the customer, satisfy the customer means indirectly keep the revenue without fall. So the significance of the study have more importance

## **METHODOLOGY:**

Data for the study collected by the structured questionnaire in the houses of seventh and fifteenth ward of Pampady grama panchayath of Kottayam district and customers who visited BSNL melas in different locations of Kottayam SSA (secondary switching area ) in Kerala circle India. Questions are trying to analyze the customer's attitudes regarding the services quality, complaint booking facility, frequency of fault occurrence ,clearing of faults, attitudes of staffs etc.

**Respondent file:**

A total of 125 houses of the 7<sup>th</sup> &15<sup>th</sup> ward of Pampady Grama Panchayath selected and questionnaire supplied and responded number of questionnaire was 105.During BSNL mela in different

locations(Mundakayam,Kanjirappally,Chenganassery,Vaikam,Karukachal,Kottayam,Pamady etc)175 questionnaire supplied and responded only 95 nos. In this 153 respondent(76.5%) are subscribers of BSNL,31 respondents (15.5%) are reliance and 16 respondents (8%) are Tata indicom customers. Among them the number of BSNL mobile customers without land line are 7 and other mobile users without land line is 12.

**Table-1 Total wire line (land line) connections in India (source TRAI site) as on 31-05-2014**

Name of the company (no of Land Lines)								
circle	BSNL	MTNL	Bharti	Reliance	Tata	Vodafone	Quadrant	Sistema
Andhra Pradesh	1635489	-	122518	86690	167307	8040	--	--
Assam	181751	-	-	-	-	1080	--	-
Bihar	363041	-	-	5971	11691	480	-	-
Delhi	-	1602463	1195013	184350	108781	17700	-	-
Gujarat	1430574	-	57752	93623	76404	1500	-	-
Haryana	442904	-	16511	5379	26009	60	-	-
Himachal Pradesh	241307	-	-	4858	2515	--	-	-
J&K	184203	-	-	-	-	5340	-	-
Karnataka	1499262	-	494268	199799	166032	120	-	-
Kerala	2743889	-	48374	50522	13161	1830	-	-
Madhya Pradesh	831258	-	226283	23524	18811	180	-	-
Maharashtra	1851794	-	69938	96271	258265	8550	-	-
Mumbai	-	1930198	350897	235570	523461	9360	-	-
North East	136832	-	-	-	-	60	-	-
Orissa	333904	-	-	3394	7367	450	-	-

Punjab	852169	-	91920	22179	17345	360	215124	-
Rajasthan	781025	-	37888	22760	8913	1410	-	56083
Tamil Nadu	2192395	-	458913	146601	83702	4530	-	-
UP(east)	656902	-	51810	40211	14962	690	-	-
UP(west)	492648	-	20898	6303	9534	270	-	--
W .Bengal	491895	-	-	1945	3789	30	-	-
Total	17343242	3532661	3242983	1229950	1518049	62040	215124	56083

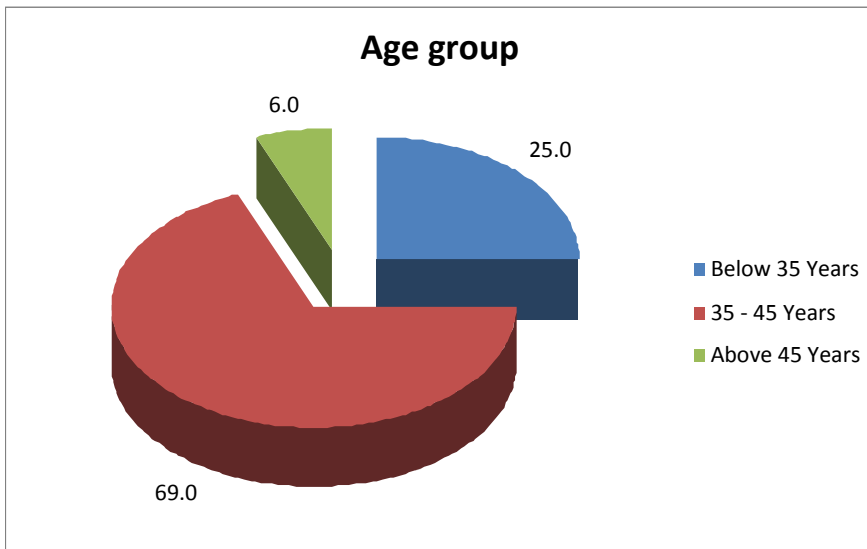
**Table 2: Market share of wire line subscriber as on 31-5-14**

Serial number	Name of the company	Market share in percentage
1	BSNL	64.05
2	MTNL	12.53
3	Bharti	11.88
4	Tata	5.54
5	Reliance	4.37
6	Quadrant	0.76
7	Vodafone	0.22
8	Systema	0.20
Total		100

### 3 )Age group:

	Frequency	Percent
<b>Below 35 Years</b>	50	25.0
<b>35 - 45 Years</b>	138	69.0
<b>Above 45 Years</b>	12	6.0
<b>Total</b>	200	100.0

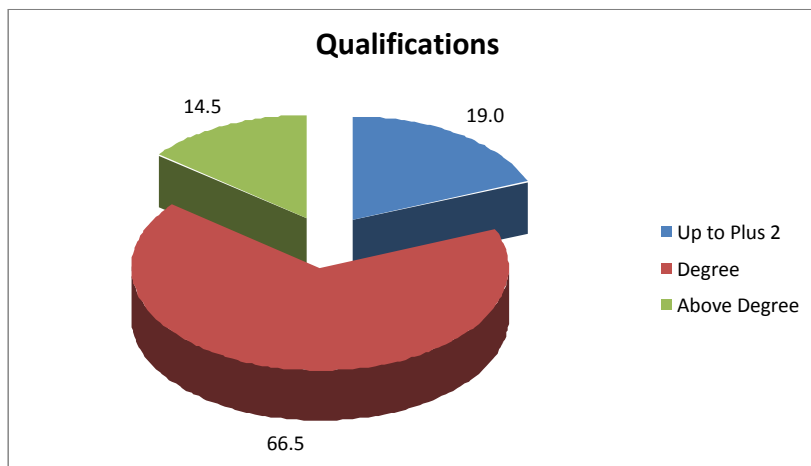
**Table 3 shows that 69% of the respondents are in the age group of 35-45 yrs**



#### 4) Qualifications:

	Frequency	Percent
Up to Plus 2	38	19.0
Degree	133	66.5
Above Degree	29	14.5
<b>Total</b>	<b>200</b>	<b>100.0</b>

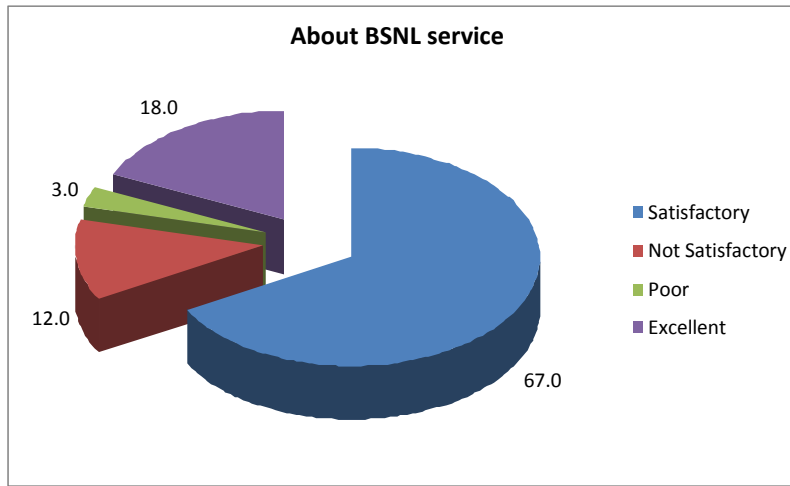
Table 4 shows that 81% respondent have qualifications of degree and above



#### 5) About BSNL service:

	Frequency	Percent
Satisfactory	134	67.0
Not Satisfactory	24	12.0
Poor	6	3.0
Excellent	36	18.0
<b>Total</b>	<b>200</b>	<b>100.0</b>

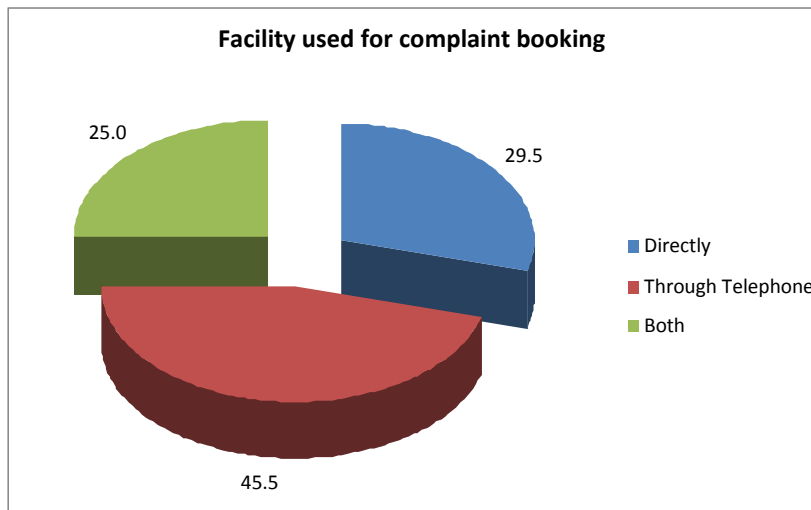
Table 5 indicates that 67% of the respondents are satisfied with BSNL service.



**6) Facility used for complaint booking:**

	Frequency	Percent
<b>Directly</b>	59	29.5
<b>Through Telephone</b>	91	45.5
<b>Both</b>	50	25.0
<b>Total</b>	200	100.0

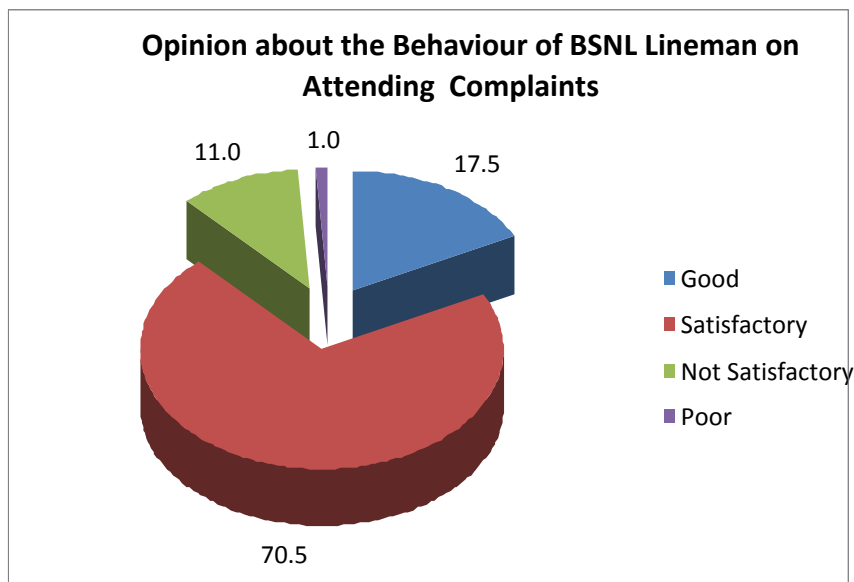
Table 6 indicates that 45.5% respondents are booking their complaints through telephone



**7) Opinion about the Behavior of BSNL Lineman on Attending Complaints:**

	Frequency	Percent
<b>Good</b>	35	17.5
<b>Satisfactory</b>	141	70.5
<b>Not Satisfactory</b>	22	11.0
<b>Poor</b>	2	1.0
<b>Total</b>	200	100.0

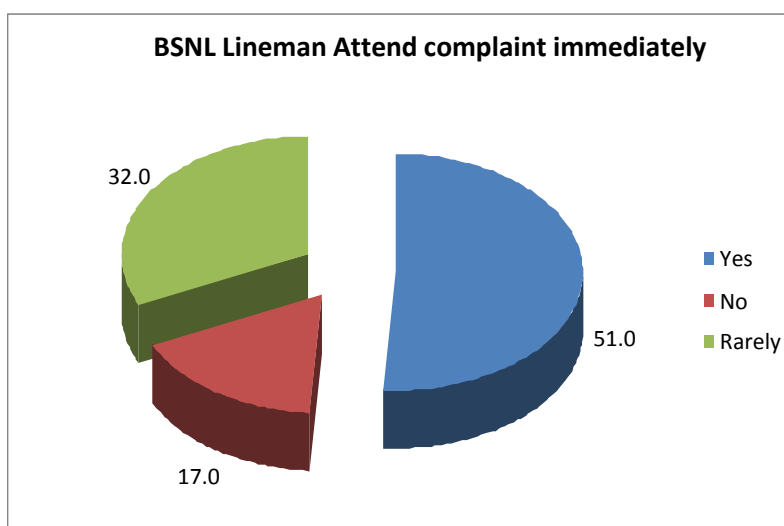
Table 7 shows that 70.5% of the respondents are satisfied with the behavior of lineman who attending complaints



**8) About BSNL Lineman Attending of complaint immediately:**

	Frequency	Percent
<b>Yes</b>	102	51.0
<b>No</b>	34	17.0
<b>Rarely</b>	64	32.0
<b>Total</b>	200	100.0

**Table 8 indicates that 51% of the respondents have opinion that lineman attend complaint immediately.**

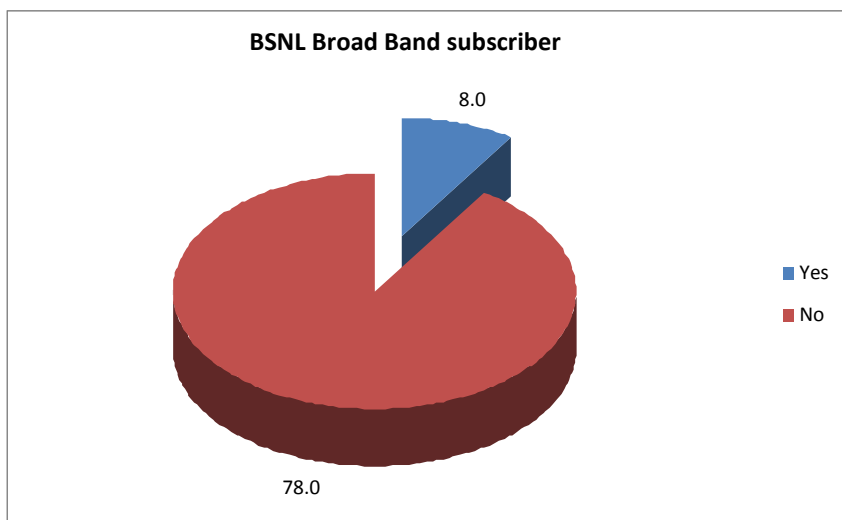


**9) BSNL Broad Band subscriber:**

	Frequency	Percent
<b>Yes</b>	16	8.0
<b>No</b>	156	78.0
<b>No Response</b>	28	14.0

<b>Total</b>	200	100.0
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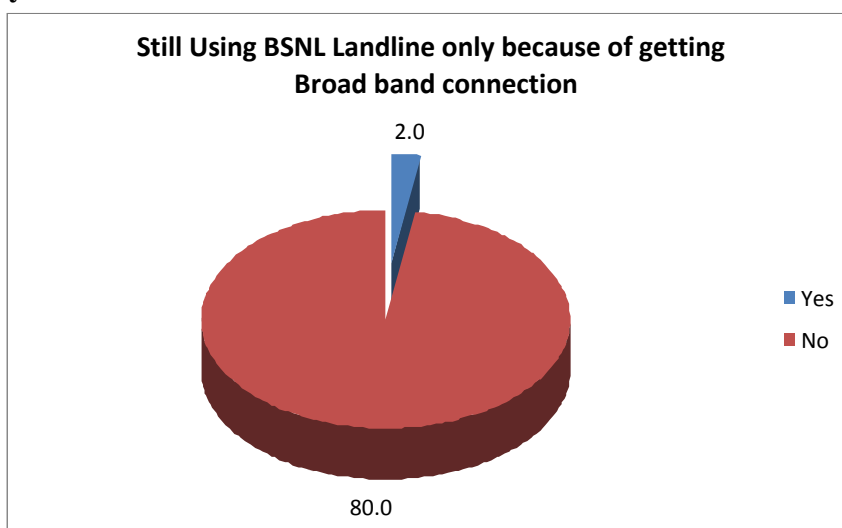
**Table 9 shows that 78% of the respondents do not have BB connection**



**10) Still Using BSNL Landline only because of getting Broad band connection:**

	<b>Frequency</b>	<b>Percent</b>
<b>Yes</b>	4	2.0
<b>No</b>	160	80.0
<b>No Response</b>	36	18.0
<b>Total</b>	200	100.0

**Table 10 shows that only 2% of the respondents have the opinion that they taken landline connection for BB use.**

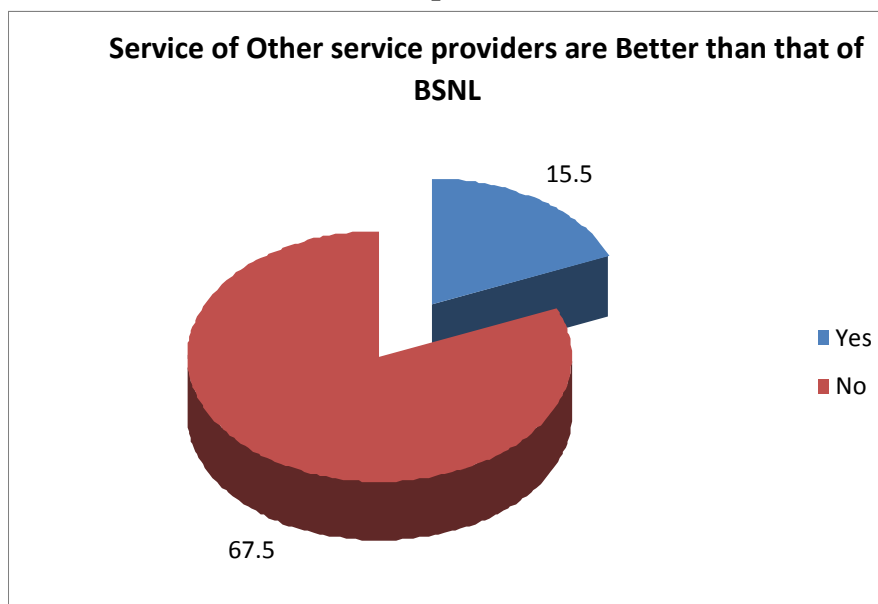


**11) Service of Other service providers are Better than that of BSNL:**



	Frequency	Percent
Yes	31	15.5
No	135	67.5
No Response	34	17.0
Total	200	100.0

Table 11 shows that 67.5% of the respondents have opinion that BSNL service better than any other service providers.



### Chi – square Analysis

#### 12) Age vs. Opinion about BSNL Service:

Age Group	Opinion about BSNL Service				Total	Chi - square
	Satisfactory	Not Satisfactory	Poor	Excellent		
Below 35 Years	31	2	2	15	50	13.897 <sup>s</sup> (0.036)
35 - 45 Years	96	18	4	20	138	
Above 45 Years	7	4	0	1	12	
Total	134	24	6	36	200	

As the p – value (0.036) given in the table is less than the significance value 0.05, we conclude that age and opinion about BSNL service is not independent. I.e. there is a significant relation between age and opinion about BSNL service at 0.05 level of significance.

#### 13) Age vs. Opinion about the Behaviour of Lineman:

Age Group	Opinion about the Behaviour of Lineman				Total	Chi - square
	Good	Satisfactory	Not Satisfactory	Poor		
Below 35 Years	14	26	10	0	50	14.138 <sup>s</sup> (0.033)
35 - 45 Years	19	105	12	2	138	
Above 45 Years	2	10	0	0	12	
Total	35	141	22	2	200	

As the p – value given in the table is less than the significance value 0.05, we conclude that age and opinion about the behaviour of lineman is not independent. I.e. there is a significant relation between age and opinion about the behaviour of lineman at 0.05 level of significance.

### 15) Qualification vs. Opinion about BSNL Service:

Qualification	Opinion about BSNL Service				Total	Chi - square
	Satisfactory	Not Satisfactory	Poor	Excellent		
Up to Plus 2	32	2	0	4	38	8.380 <sup>NS</sup> (0.205)
Degree	83	18	6	26	133	
Above Degree	19	4	0	6	29	
Total	134	24	6	36	200	

As the p – value given in the table is greater than the significance value 0.05, we conclude that qualification and opinion about BSNL service is independent. I.e. there is no significant relation between qualification and opinion about BSNL service at 0.05 level of significance.

### 17) Qualification vs. Opinion about the Behaviour of Lineman

Qualification	Opinion about the Behaviour of Lineman				Total	Chi - square
	Good	Satisfactory	Not Satisfactory	Poor		
Up to Plus 2	6	30	0	2	38	14.444 <sup>S</sup> (0.031)
Degree	23	92	18	0	133	
Above Degree	6	19	4	0	29	
Total	35	141	22	2	200	

As the p – value given in the table is less than the significance value 0.05, we conclude that qualification and opinion about the behaviour of lineman is not independent. I.e. there is a significant relation between qualification and opinion about the behaviour of lineman at 0.05 level of significance.

### FINDINGS:

1, An analysis of the demographic profile of the customers is done. The focused demographic variables in this analysis are age, income and education. 69% of the respondent are between the age group of 35-45 years.66.5% of the respondent have degree as their qualifications and having an average income of 2 lakhs.

2, 67% of the respondents have the opinion that satisfied with the BSNL services.22% respondent have the opinion that complaint booking facility

through telephone is not user friendly and 29% have the opinion that this facility is confusing.

3,11% of the respondents have the opinion that ,the attitude of BSNL staff on attending complaints is not satisfactory.

4 ,21% of the respondents have the opinion that BSNL land line tariff is confusing and 11.5% have the opinion that it is poor.

5, 44.5% of the respondents have the opinion that service of the other service providers is better than BSNL.

6,The correlation between opinion about BSNL service &age, , behavior of lineman & age, and qualification and age are significant at 0.05 level of significance.

### Suggestions:

1 Faults are occurring frequently, this is not a good trend for the company. Some kind of preventive maintenance system should be implemented.

2 Complaint booking mechanism should be user friendly.

3 Majority of the customers are not aware of the annual rent plan for land line customers, it should be popularized to reduce the closure tendency of the land line.

4 Absence among line staff should be reduced.

5 It is better to improve the attitude of BSNL officials towards its customers to achieve its pre decided aims and objectives.

### **Conclusions:**

1 Due to liberalization ,privatization and globalization ,the competition among companies increased. So it is a must for the firm to improve its services to maintain its current customers and also give intensive training for the staff in service department.

2 The coming days are very competitive for telecommunications sector industries. So the companies in the field must be vigilant and competitive for maintaining and improving the market.

3 Wire line (land line) subscriber base declined from 28.36 million at the end of April 2014 to 28.18 million at the end of May 2014. Net reduction in wire line subscriber base was 0.18 million at the decline rate of 0.62 percentage. Over all wire line density has slightly decreased from 2.28 in april 2014 to 2.27 in may 2014 with urban and rural teledensity being 5.84 and 0.68 respectively .

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