

A Cram on Customer Satisfaction on Broadband & Wireless Services

Ms.V.Anuraadha

Assistant Professor

M.com., M.phil (com)., M.B.A. (HR) (P.hd.,)

Under the Guidance of

Dr.V.Radha, Reader in Commerce

Bharathi Arts & Science College, Chennai

vanuraadha@gmail.com

anuradha@shasuncollege.edu.in

Abstract: *The main aim of this study is to find out consumer perception, preference and awareness towards broadband services of different companies. The study is done to find out the preferred factors of consumers regarding broadband and to study the preference of consumers towards Broadband with other broadband services in Chennai city. The study also aims to find out the consumer perception towards the upcoming technologies in the field of broadband. The study also deals with the question of overall perception of consumers towards broadband and consumer preference towards various high-tech features of broadband of various players in the market. The study also looks at the awareness level of consumers towards after sales services of various broadband in comparison with broadband service. The study is conducted to make a comparison of the broadband services provided by with that of other broadband companies.*

PREAMBLE

The Indian telecom network with 895.51 million telephone connections, including 864.72 million wireless telephone connections, at the end of December 2012 is second largest network in the world after China. Out of this, 338.59 million telephone connections are in rural areas and 556.92 million in urban areas of the country. There were 24.01 million Internet subscriber including 14.68 million Broadband subscribers at the end of September 2012. The number of Broadband subscribers increased to 14.98 million, end of December 2012.

Broadband

Increase in Broadband connectivity is being seen as an integral driver of improved socio economic performance. Broadband services empower masses and allow individuals to access new career and educational opportunities, help businesses reach new markets and improve efficiency and enhance the Government's capacity to deliver critical services like health, banking and commerce to all of its citizens. There were 14.98 million Broadband subscribers in the country by the end of December 2012.

Wire line vs. Wireless

As far as the technology is concerned, the preference for use of wireless telephony continues. The share of wireless telephones increased from 96.62% as on 31.03.2012 to 96.74% by the end of June 2012 and thereafter slightly declined to 96.56% by the end of December 2012. On the other hand, the share of landline telephones slightly increased from 3.38% to 3.44% during the period from April to December 2012.

In the emerging broadband services market Getting success can only be happened where we can deliver high quality and high availability of services on time and that leads to success or failure of any business, broadband service providers must plan a course of action for meeting the demanding bandwidth and performance requirements of next-generation applications and ensure a satisfying end-user experience. If they don't, they will lose a chance on broadband revenue

opportunities, such as the successful delivery of triple-play services, and can lose their customers to the competition. Broad band is one of the best ways to enjoy the high speed internet. For exchanging large volumes of data, faster responses and fast browsing, research, faster video and audio downloads broad band is the most appropriate way to do. For the ISP markets better broad band service is the key to gain the competitive edge in the concerned business because today people need more of advanced technology and that can happen only with a better internet facilities. Broadband technologies provide high speed internet connectivity to the users, so it considerably changes the patterns of internet use. These changing usages, brings considerable growth in electronic commerce and information technology initiatives and that in turn enhancing the economic growth of any country. Currently in the developed countries and many developing countries it has become an important political agenda to develop and maintain a proper broadband structure.

The world of telecommunications has changed rapidly as we enter the era of convergence between broadband Internet, wireless networks, and the content sector. The importance of information and communication technology (ICT) is undeniable as it has been applied in various fields for the purpose of service enhancement. It has been proven that resources can be managed efficiently and effectively through ICT. Broadband is considered as a key to enhance competitiveness of an economy and sustaining economic growth. In India, the usage of internet and multimedia by government, corporate, and public sectors is increasingly changed.

Customer Relationship Marketing

Customers are very different nowadays, because of their exposure to information, they are better educated, and more demanding in the products and services they require, and they are more familiar with technology. The 21st century consumer market raises many questions to those businesses that need to respond to this new era of consumerism. Customer Relationship Marketing is a practice that includes all marketing activities directed toward establishing, developing, and maintaining successful customer relationships. Building and maintaining relationships with customers has become a key strategic point with service industries. Therefore, relationship marketing develops long-term relationships and improves corporate performance through customer loyalty and customer retention. Companies spend money on advertising and marketing and finding out about what customers want in order to satisfy their needs and requirements. Managers can use relationship management (CRM) as the single strongest weapon to ensure that customers become and remain loyal.

LITERATURE REVIEW

Customer Satisfaction

- Customer satisfaction is defined as an "evaluation of the perceived discrepancy between prior expectations and the actual performance of the product" (Tse and Wilton, 1988, Oliver 1999). Satisfaction of customers with products and services of a company is considered as most important factor leading toward competitiveness and success (Hennig-Thurau and Klee, 1997).
- This satisfaction may influence the concerned company by repurchase, purchase of more products, positive word of mouth and willingness of customer to pay more for the particular brand. Any business is likely to lose market share, customers and investors if it fails to satisfy customers as effectively and efficiently as its competitors is doing (Anderson, Fornell, and Mazvancheryl, 2004).
- The economic impact of broadband on growth: A simultaneous approach. This paper investigates how broadband penetration affects economic growth. A macroeconomic production function with a micro-model for broadband investment is used to estimate the impact of broadband infrastructure and growth. The results indicate a significant causal positive link especially when a critical mass of infrastructure is present. The scope of this research is 22 OECD countries based on data collected for the period 2002-2007.
- A study on customer satisfaction towards reliance telecom in Tamil Nadu with special reference to Salem city. Mr. B. Adhinarayanan & Dr. K. Balanaga Gurunathan. International Journal of Research in Commerce & Management, Volume No: 2 (2011), Issue No. 4 (April). The main purpose of this study is to find problems faced by the customer with Reliance Postpaid

service, find out consumer preferences, analyze the level of awareness about Reliance products and make suggestions in the light of the findings of the study. The study was carried out in Salem city. In this study opinion of 500 customers were taken for analysis. The tools used for collecting data were structured questionnaire and unstructured interview. For analysis purpose chi-square, Rank correlation and percentage method has been used. The results revealed that as there is a healthy competition given by the existing players in the industry, lack or degradation in any of the services may affect the company badly. With the excellent rural awareness and rural market share in telecom services, the company should also try to boost up their urban market share. The findings of the study, the major factors of customer satisfaction are customer care service, billing errors and cost so the company should train their employees properly so that they have sufficient knowledge about the products and the bills should be made more transparent so that the customers could easily understand them. The sales executives are not properly trained as they could not explain the schemes properly so they just try to tell to the customer about their RIM post paid service and not about other three services. This is the main reason for the lack in sales of their internet services. A majority of the customers look for the price and after sales services before choosing the products. So the company should plan accordingly to increase their sales. As seen from the survey results, more of the population prefers to buy a mobile based on GSM technology.

Broadband is a concept that comes from telephony world. Different service provider will have different definition of broadband but in general the speed of the broadband must exceed 2Mbps (Aronsson et al.2003). Broadband connection is faster than narrowband connection and is suitable for large amount of data transferred (Kidokoro 2007).

Broadband is a generic term used to describe high-speed networking services, that is a set of digital communication technologies with the capacity to transmit significant amounts of data at a high rate, supporting the delivery of a range of digital services some or all of which can occur simultaneously. It is usually a symmetrical service allowing fast in and outbound data capacity. (Becta, 2003; OECD, 2003). Broadband contributes to national economic competitiveness (ITU, 2003); allowing industry to access distant markets as well as develops and delivers new services. (Whilst Fransman 2006)

Broadband technology has the potential to enhance the service quality in education and health to the society (Firth & Mellor 2005). Broadband also offers organizations the improvement of its efficiency, connection and access towards specific operation that suggest new methods in doing business and new business model. According to Broadband Stakeholder Group (2003), a lot of benefits can be gained from broadband usage in higher education. These benefits include ability to enhance the learning experience, improve cooperation among learning institution, deliver new potentials and enhance the efficiency in education.

CUSTOMER SERVICES

Customer service is a system of activities that comprises customer support systems, complaint processing, speed of complaint processing, ease of reporting complaint and friendliness when reporting complaint (Kim, Park and Jeong, 2004). Customer services are the opportunities for telecom service providers that are added to mobile network other than voice services in which contents are either self produced by service provider or provided through strategic compliance with service provider (Kuo, Wu and Deng, 2009). The improved customer services are the focal point of the telecom service providers for social as well as for economic reasons. From a social point of view, services should be available to the customers on reasonable terms. As far as economic factor is concerned, services should satisfy the needs of the customers (Turel and Serenko, 2006; Melody, 1997).

For developing satisfaction among customers, the telecom service providers need to be extra careful for the customer services they provide. Satisfaction of customer is determined by his evaluation of service provided by a brand (Gustafsson, Johnson and Roos, 2005).

The study of Ahn, Han and Lee (2006) shows that when the customers, do not get their complaints considered properly, they start looking for other brands. It happens because either the customer service centers do not handle the complaints or the customers are not able to address them properly. Sometimes, telecom service providers take considerably longer time to resolve the

problems like network coverage or call quality, the customers do not wait for long and hence they lose satisfaction with that particular brand (Ahn, Han and Lee, 2006).

METHODOLOGY

Population

General public within Chennai city of Tamil Nadu was one of the busiest as the population of this study. Survey was targeted to the user of telecommunication services and all the telecom operators such as Airtel, Aircel Vodafone and others mobile services.

Procedure

It was decided to collect at least 125 questionnaires to well support to come at reasonable conclusion therefore, 150 questionnaires were floated among subjects using non-probability convenience sampling method. The respondents were asked to apprise about their feelings or emotional bonding with preferred telecom operator / brand. In most of the cases self administered approach was used to solicit factual responses in timely manner. Data obtained in this regard was punched and analyzed through SPSS 15.0.

Measures

Questionnaire as an instrument was used for this study which contained brief description about the purpose and the significance of the study. The first part was consisting of eight items to know the demography of the customer such as age, gender, type of connection, network using and years with their respective network. This section was based on nominal scales like check boxes and dichotomous scale.

Cronbach's Alpha Reliability Coefficient

Reliability Statistics

Constructs Cronbach's	Alpha	No. of Items
Satisfaction with the network	0.88	10
Price fairness	0.65	8
Customer services	0.75	9
Overall	0.87	27

The questionnaire was self-developed however some items regarding customer satisfaction were taken from the study of (Sweeney and Swait, 2008). Cronbach's Alpha values in respect of each variable are given. Respondents were also ensured about the confidentiality as information shared in this regard would be used for the academic and research purposes.

DATA ANALYSIS AND INTERPRETATION

The analysis part helps to think on various ways and make the interpretation based on the variables and inputs which have been accessed during customer survey. Most of the variables are defined from qualitative to quantitative figures to take appropriate decisions and carry forward any action to attain the target.

Interpretation helps in defining or explaining the factors of the study and take support of the inputs to take necessary action and head further. It also helps to explain the quantitative figures through concepts and understand the results further.

PERCENTAGE ANALYSIS

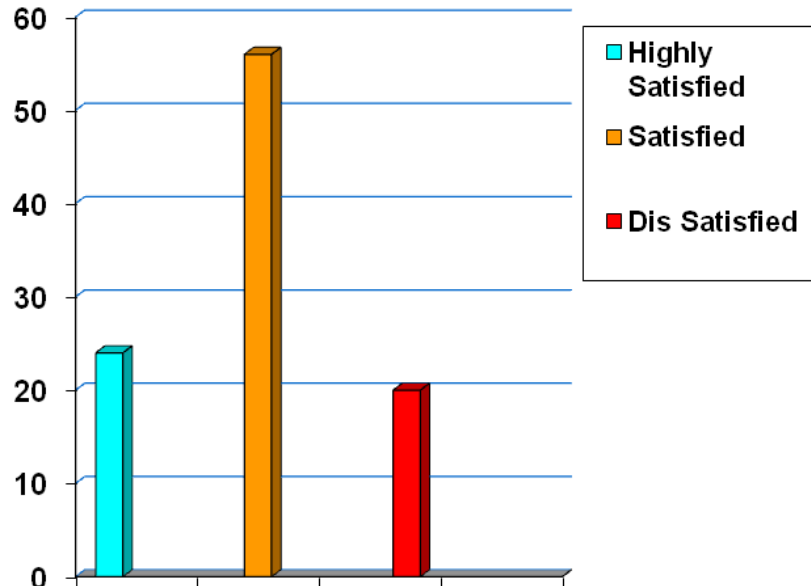
Parameters	No. of Respondents	Percentage (%)
Highly Satisfied	30	24
Satisfied	70	56
Dissatisfied	25	20
Total	125	100

Opinion of respondents about satisfaction level of broadband services

Conjecture

From the above table, it is obvious, that 24% of the respondents feel that their level is Highly Satisfied towards broadband services; 56% of major respondents feel that their level is satisfied, and remaining 20% feels dissatisfied in broadband services in Chennai city.

Satisfaction Level towards Broadband Services



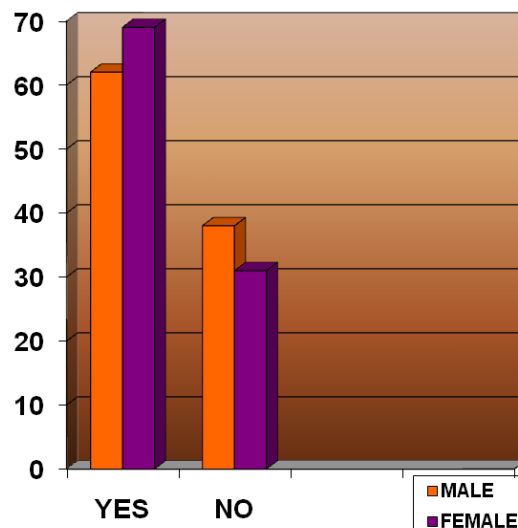
Masculinity Wise Response Whether Perception towards Broadband & Wireless Services

Masculinity	Perception towards broadband wireless services		
	YES	NO	TOTAL
MALE	78	48	125
	62%	38%	100%
FEMALE	86	39	125
	69%	31%	100%

Conjecture

Based on the above table, it is inferred that **62 %** of male and **69%** of female respondents of perception are affirmed of broadband services and the remaining **38%** of male and **31%** of female respondents are affirmed not perception on broadband services.

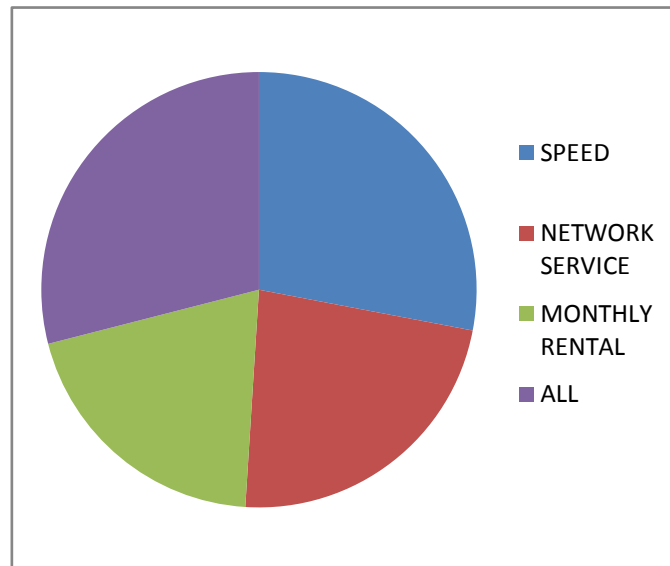
Masculinity Wise Response with Broadband Services



Selection Attributes towards Broadband Services:

Options	No of Response	Percentage (%)
Speed	28	28%
Network service	23	23%
Monthly rental	20	20%
All	29	29%
Total	100	100%

Selection Attributes



Interpretation

The analyzing found that basically people look for speed when they choose a particular broadband service. Here about 28% of people are those who check the speed first & then take the decision, speed being a most relevant factor for them. 23% of people are those who select their broadband service provider on the basis of how their network service works they would opt for the network connectivity & 20% of people are those who select on basis of monthly rental. With respect to all these 29% of respondents go for all these attributes while selecting their broadband service. So we could see that while people choose a particular broadband people are looking for various factors and among those factors or attributes they give more importance to a single factor out of those factors, while talking about the factors they are speed, network service, monthly rental...etc.

Hypothesis

In order to check the relationship between the independent and dependent variables, hypotheses were developed.

H1- There is no relationship with gender and satisfaction of customers using broadband services

Comparative Studies <> Chi - Square Analysis Masculinity Vs Broadband Users

	Respondents Towards broadband users in telecommunication sector		
	MALE	Female	TOTAL
HIGH	50(A)	20(B)	70
LOW	40(c)	15(D)	55
Total	90	35	125

Applying Chi-Square Analysis

Expected Frequency of A = 70 x 90 / 125 = 50.4

Expected Frequency of B = 70 x 35 / 125 = 19.6

Expected Frequency of C = 55 x 90 / 125 = 39.6

Expected Frequency of D = 55 x 35 / 125 = 15.4

PRICE	Respondents towards price fairness by a brand in customer satisfaction telecommunication sector		
	Easy	Difficult	TOTAL
HIGH	50.4	19.6	70
LOW	39.6	15.4	55
Total	90	35	125

Expected Frequencies

Table of Observation

Observed Frequencies (O _i)	Expected Frequencies (E _i)	(O _i - E _i)	(O _i - E _i) ²	[(O _i - E _i) ² / E _i]
50	50.4	(-)0.4	0.16	0.003
20	19.6	0.4	0.16	0.008
40	39.6	0.4	0.16	0.004
15	15.4	(-)0.4	0.16	0.010
Total	-----	-----	-----	0.025

CHI - Square Analysis

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

$$\chi^2 = 0.025$$

Expected Value

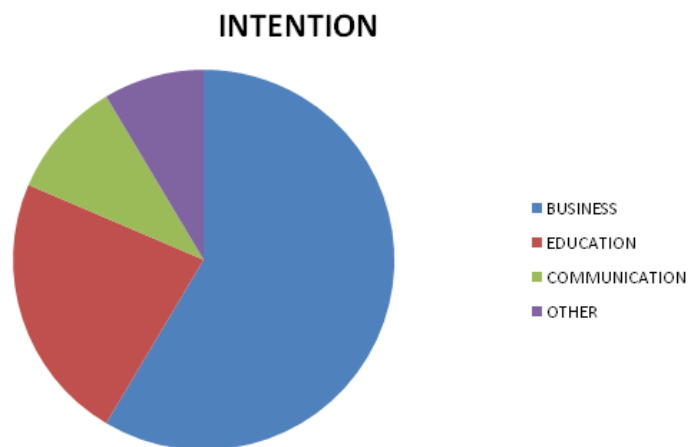
Follows χ^2 distribution with (2 - 1) (2 - 1) d.f = 0.549

Conjecture

Since, the calculated value is less than the expected table value; the null hypothesis is accepted @ 5% level of significance. Therefore, there is no relationship with gender and satisfaction of customers using broadband services.

Purchase Attributes Creates Intention towards Broadband & Wireless Services

Options	No of response	Percentage (%)
Business	32	26
Education	45	36
Communications	19	15
Other	29	23
Total	125	100



Interpretation

Here we can see that people who are using the broadband their purpose of using it is almost for educational purpose. About 35% of respondents are using broadband for educational purpose only, after education it’s been seen that broadband is using for business purpose. Talking about communication there are about 19% of respondent who use it for communication & 17% are those who are having some other purposes. So we can come to the conclusion that there are people who uses it for education purposes only as the can use internet for doing any kind of assignments projects etc.

Suggestions

- Improving network service.
- Giving more bandwidth.
- Increase speed.
- Decrease cost of use.
- More value added service for free.

Findings

- ✓ There is a need of internet in our daily life & we can see that people are using broadband for fulfilling their different kinds of need & most of the people are using it for more than 1 year.
- ✓ While choosing a respective broadband the reason behind choosing a particular broadband is more of a speed, in spite of that people choose a broadband on the basis of the network connectivity of a broadband. Network service is also one of the reasons that help them to be a long term customers.
- ✓ Most of the people use broadband for general purpose, followed by downloading, gaming & video conferencing.
- ✓ Most of the people use their broadband for educational purpose.
- ✓ Good facility is the main factors that attract the customers towards a particular broadband service.

- ✓ Other factor that drives consumer satisfaction is speed, night tariff, validity etc.

Recommendations

Broadband & wireless services should focus more on advertising and promotional activities so that they can make their brand occupy a special and distinctive place in the minds of the customers. This will help them to acquire more number of customers. As speed is becoming more important factor of attraction for the customer so it's mandatory for broadband & wireless to increase their speed so that people can browse smoothly. The broadband & wireless services should also improve its customer service; the time spent in handling a customer's complaint has to be faster so that the waiting time will decrease. It was been suggested that, company should also introduce some promotional schemes ,such as some discount on monthly packages has to be given & that will help them to acquire more no of new subscribers

CONCLUSION

The research study has shown that independent variables that are customer satisfaction and perception of purchase attributes play a very important role in making customer satisfied. Each independent variable not only influences dependent variable but complement each other as well. Customer satisfaction is very important as satisfied customer would add value to the brand and spread a positive word of mouth and help in making good reputation of brand. Satisfied customers would be able to make long term profitable relationship with brand.

Similarly if their complaints are solved promptly and commitments are fulfilled then it would provide a sense of belongingness to the brand. It can be concluded that if any firm wants to be successful over longer period of time then it has to make its customers satisfied through charging fair tariffs and memorable customer services so that they can reign over the market.

REFERENCES

- [1] Ahn, J.H., Han, S.P., and Lee. U.S. (2006), "Customer churn analysis: Churn determinants and mediation effects of partial defection in the Korean mobile telecommunications service industry", *Telecommunications Policy*, Volume 30, Pages 552-568.
- [2] Anderson, E.W., Fornell, C., and Mazvancheryl, S.K. (2004), "Customer Satisfaction and Shareholder Value," *Journal of Marketing*, Vol. 68, pg; 172-185.
- [3] David, M. C., Arturo, M., Agueda, E., (2007), "An integrated model of Price Fairness, satisfaction and loyalty: an empirical analysis in the service sector", *Journal of Product & Brand Management*, Volume 16, Number 7, pg; 459-468.
- [4] Deng, Z., Lu, Y, Wei, K. K., Zhang, J. (2009), "Understanding customer satisfaction and loyalty: An empirical study of mobile instant messages in China", *International Journal of Information Management*, Vol. 30, pages 289-300
- [5] Dianne, C., Milena, H., and Alex, I., (2006), "Design aesthetics leading to m-loyalty in mobile commerce," *Information & Management*, Volume 43, Issue 8, Pages

AUTHOR'S BIOGRAPHY

V.Anuraadha, M.Com., M.Phil., MBA(HR)., (NET), (Ph.D) working as an Assistant Professor at Shri.Sankarlal Sundarbai Shasun College for Women,T.Nagar,Chennai-17,under the guidance of Dr.V.Radha, Associate Professor, HOD in Commerce, Bharathi Womens College (Autonomous), Chennai.