



SATISFACTION LEVEL OF THE CONSUMER TOWARDS THE BROADBAND SERVICE PROVIDERS

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Abstract

Internet usages are emerging like a boon quench for providing facilities, which are beyond the common man's imagination. The internet is growing at an incredible pace with no sign of a slowdown. Internets are a pervasive new communication technology, especially among young people. The youth have a unique behavior compared to the older generation, with research showing that a lot of what they purchase represents their self-expression. Internets are a part of their personal selves and are a vital component which connects them with the world and the people around them. The present study focused on the customer satisfaction and brand loyalty on different demographic variables. A total number of 500 respondents in Coimbatore were surveyed and their responses were analyzed using SPSS 20. The study indicated that Airtel is the most popular brand among the various demographic factors.

Keywords: Internet, Brand loyalty, Customer satisfaction.

Introduction

Telecommunication is the transmission of information over significant distances to communicate. In earlier times, telecommunications involved the use of visual signals, such as beacons, smoke signals, semaphore telegraphs, signal flags, and optical heliographs, or audio messages via coded drumbeats, lung-blown horns, or sent by loud whistles. In the modern age of electricity and electronics, telecommunications include the use of electrical devices such as telegraphs, telephones, and teleprompters, the use of radio and microwave communications, as well as fiber optics and their associated electronics, plus the use of the orbiting satellites and the Internet. A revolution in wireless telecommunications began in the first decade of the 20th century with pioneering developments in wireless radiocommunications by Nikola Tesla and Guglielmo Marconi, Nobel Prize winner in Physics in 1909.

It head way back in the 1950's, when the US military were researching methods for better communication networks. This ultimately led to a project called "ARPANET" in the late 1960's by the United States Defense Advanced Research Project Agency (DARPA). The idea of this was to create new networking technologies to allow research centers and universities to link to each other.

Internet

The Internet is a global system of interconnected computer networks that use the standard Internet Protocol Suite (TCP/IP) to serve billions of users worldwide. The Internet can also be defined as a worldwide interconnection of computers and computer networks that facilitate the sharing or exchange of information among users. The Internet carries a vast range of information resources and services, such as the inter-linked hypertext documents of the World Wide Web (WWW) and the infrastructure to support electronic mail.

Broad Band

The term broadband refers to a telecommunications signal or device of greater bandwidth, in some sense, than another standard or usual signal or device. Different criteria for "broad" have been applied in different contexts and at different times. Its origin is in physics, acoustics and radio systems engineering, where it had been used with a meaning similar to wideband. However, the term became popularized through the 1990s as a vague marketing term for Internet access.

Broad band internet access is a high data rate internet access- typically contrasted with dial-up access using a 56k modem. Dial-up modems are limited to a bit rate of less than 56kbit/s (kilobits per second) and require the full use of a telephone line where as broadband technologies supply more than double this rate and generally without disrupting telephone use.

Statement of Problem

In the present world nothing is possible without internet. Every individual here is lamed without internet. It has become a better part of everyone's life. It is a boon as avail services like online shopping, net banking, online reservations, online recruitments and E-Commerce. However bane is the steady growth in the cyber-crimes. The study was taken up to find the reach of the broadband and broadband service providers.



The internet has become inevitable part of individual life. Today the trade is done through E-Commerce where, all the purchase of goods and availing of service are done through internet.

Significance of the Study

Broadband can overcome geographical and financial barriers to provide access to a wide range of educational, cultural and recreational opportunities and resources. Broadband can promote economic development and revitalization through electronic commerce by creating new job and attracting new industries. Through this study, the service providers may be able to know the views of rural people towards broadband services. The service providers can improve facilities based on their requirements. The Government can recognize through this study that raising broadband penetration would translate into higher GDP per capita, in addition to promoting social well-being faster and widely available broadband is considered an important opportunity to improve education, communication and public participation in civic affairs. One key to strengthening education, entrepreneurship, and innovation in community is to harness the full power of the internet and that means faster and more widely available broadband. Therefore, the Government can formulate necessary policies to spread the broadband services in rural areas.

Objective of the Study

1. To identify the satisfaction level of the consumer towards the broadband service providers.
2. To analyze the problems faced by the respondent.
3. To offer suggestion based on the findings.

Limitations

- a. The study is restricted to Coimbatore city.
- b. The survey to be conducted among five hundred respondents only.
- c. The suggestions and recommendations to be given based on the respondents opinion and cannot be generated.

Literature Review

Bernhard, Frank J. this article discusses the two issues that exist at the heart of deploying today's broadband reality: efficiency of managing the service creation itself and the perception of customer experience tied to the service. Sanjay Castellino, vice president of product marketing at Motive Inc., speaks frankly about the challenges facing carriers in delivering on customer experience at a profitable clip. The frightening complexity of end users, coupled with the cascading expectations of voice and data services, is setting the higher bar for achieving success. Carriers need to embrace service modeling technology and explore new paths of deployment if the end goal is to create profit alongside a satisfying experience.

Goldie, Luan article reports on a research by price comparison Web site, Moneysupermarket.com which reveals only 21% of broadband service subscribers in Great Britain receive the speed they subscribed for. Jason Lloyd, the company's head of broadband, explains that the study aims to raise the issue for operators to improve their service. In fairness to operators, Money supermarket considers factors affecting operators' services such as distance from telephone exchanges, location and number of households sharing a provider.

Oystein Foros and Bjorn Hansen consider a two-stage game between two competing ISPs. The firm offer access to the internet access is assumed to be vertically and horizontally differentiated. Our model exhibits network externalities. In the first stage the two ISPs choose the level of compatibility (i.e., quality of a directed interconnect link between the two networks). In the second stage the two ISPs compete a-la Hotelling. They find that the ISPs can reduce the stage two competitive pressures by increasing compatibility due to the network externality. The firm will thus agree upon a high compatibility at stage one. When it is costly to invest in compatibility, they find that the firms over invest, as compared to the welfare maximizing investment level.

Methodology

This research is a micro-level study based on primary data to be collected from a sample of broadband users with special attention to the services in rural areas. The whole of the Coimbatore is the universe for the study. A represented sample of broadband service is selected by a stratified, multistage sampling method. Secondary data for selecting the sample were also available.

Method of Analyzing Data: For analyzing the data, Kruskal-Wallis Test, Two-way Anova, Mann-Whitney Test and Factor Analysis method were used with the help of SPSS 20.



Kruskal-Wallis Test

Comparison between age group of the respondents and factors influenced by respondents

Hypothesis: There is no significant relationship between age group and factors influenced by respondents.

Results of Kruskal Wallis Test

Factors	Chi – Square values	P values	Significant/ Not Significant
Attractive price	14.685	0.002	S
Access is very fast	7.352	0.061	NS
Free downloading	7.077	0.069	NS
Free time browsing	11.016	0.012	S

Note: S – Significant (p value<0.05); NS – Not Significant (p value>0.05)

It is clear from Kruskal Wallis test that the hypothesis is accepted (not significant) in two cases and the hypothesis is rejected (significant) in two cases.

It is concluded that there exist a significant difference between age group of the respondents' factors influenced relating to attractive price and free time browsing.

Two-Way Anova Analysis

1. Comparison Between hours spending per day and age group.

Hypothesis: There is no significant relationship between hours spending per day and age group.

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	16.193	3	5.398	5.456	0.001
Intercept	844.026	1	844.026	853.22	0
age	16.193	3	5.398	5.456	0.001
Error	193.887	196	0.989		
Total	1604	200			
Corrected Total	210.08	199			

In the above table we infer that the main effect is Age is significant because the p-value is less than the level of significant.

Post Hoc Tests

Age

Multiple Comparisons

How many hours you will spend in browsing per day.

(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.
Below 25years	25-35 years	-0.41	0.171	0.076
	35-45 years	-0.4	0.2	0.191
	Above 45years	-1.3	0.342	0.001
25-35 years	Below 25years	0.41	0.171	0.076
	35-45 years	0.02	0.18	1
	Above 45years	-0.89	0.332	0.039
35-45 years	Below 25years	0.4	0.2	0.191
	25-35 years	-0.02	0.18	1
	Above 45years	-0.9	0.347	0.048
Above 45years	Below 25years	1.3	0.342	0.001
	25-35 years	0.89	0.332	0.039
	35-45 years	0.9	0.347	0.048

From the above multiple comparison table significant difference were found that in below 25 years, above 45 years are significant, in 25-35 years above 45 years are significant, in 35-45 years below 25 years and above 45 years are significant and above 45 years all the age group are significant.



2. Comparison Between hours spending per day and educational qualification.

Hypothesis: There is no significant relationship between hours spending per day and educational qualification

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	43.588	4	10.897	12.763	.000
Intercept	524.882	1	524.882	614.758	.000
Edu.Qua	43.588	4	10.897	12.763	.000
Error	166.492	195	.854		
Total	1604.000	200			
Corrected Total	210.080	199			

In the above table we infer that the main effect is educational qualification is significant because the p-value is less than the level of significant.

Post Hoc Tests

Educational Qualification

Multiple Comparisons

How many hours you will spend in browsing per day.

(I) Educational qualification	(J) Educational qualification	Mean Difference (I-J)	Std. Error	Sig.
School level	Diploma	0.27	0.502	0.983
	Under Graduate	1.11	0.479	0.143
	Post Graduate	-0.03	0.476	1
	Professional	0.14	0.478	0.998
Diploma	School level	-0.27	0.502	0.983
	Under Graduate	0.84	0.234	0.004
	Post Graduate	-0.3	0.228	0.672
	Professional	-0.13	0.232	0.981
Under Graduate	School level	-1.11	0.479	0.143
	Diploma	-0.84	0.234	0.004
	Post Graduate	-1.14	0.171	0
	Professional	-0.97	0.176	0
Post Graduate	School level	0.03	0.476	1
	Diploma	0.3	0.228	0.672
	Under Graduate	1.14	0.171	0
	Professional	0.17	0.169	0.841
Professional	School level	-0.14	0.478	0.998
	Diploma	0.13	0.232	0.981
	Under Graduate	0.97	0.176	0
	Post Graduate	-0.17	0.169	0.841

Mann - Whitney Test

Comparison between gender of the respondents and factors influenced by respondents

Hypothesis: There is no significant relationship between gender and factors influenced by respondents.

Results of Mann - Whitney Test

Factors	Mann – Whitney values	P values	Significant/ Not Significant
Attractive price	3092.5	-1.199	S
Access is very fast	3424.5	-0.201	NS
Free downloading	3000.5	-1.48	S
Free time browsing	3275.5	-0.648	NS

Note: S – Significant (p value<0.05); NS – Not Significant (p value>0.05)



It is clear from Man – Whitney test that the hypothesis is accepted (not significant) in two cases and rejected (significant) in two cases.

It is concluded that there exist a significant difference between age group of the respondents' factors influenced relating to attractive price and free downloading.

Factor Analysis

The factor analysis is used for two purposes. One is to identify the important factors and other for data reduction. In this study, the factor analysis using the extraction method of principal component analysis is adopted to identify the important factors. The important factors are identified with the extraction value when it is more than 0.5.

Level of satisfaction relating to different aspects of broadband service provider.

Communalities		
	Initial	Extraction
Price	1	0.658
Speed	1	0.497
Offers	1	0.583
Customer services	1	0.698
Bill payment	1	0.625

It is understood from the above table that “Cost” (0.500) has a high extraction value.

It is concluded that among the four different aspects, “Cost” (0.500) is considered as very important as the others because of its high extraction values.

Findings

Findings of Kruskal Wallis Test

- It is concluded that there exist a significant difference between age group of the respondents' factors influenced relating to attractive price and free time browsing.
- There is no significant relationship between age and education of the respondents and amount spend per month for branded fuels.
- There is no significant relationship between Occupation and Monthly income of the respondents and amount spend per month for branded fuels.

Findings of Mann Whitney Test

- It is concluded that there exist a significant difference between age group of the respondents' factors influenced relating to attractive price and free downloading.

Findings of Factor Analysis

- It is concluded that among the four different aspects, “Cost” (0.500) is considered more very important than the others because of its high extraction values.

Suggestions

- **More Advertisement**
Awareness has to be created among the public about the internet through advertisements and awareness program. Most of the respondents using internet for education, but how ever there are other services like online reservation, net banking, etc., which awareness among customers, so broadband service provider need should take initiative to explore the possible usages of internet.
- **Cyber Crime**
There must be a strict law imposed on the cyber crime which is growing threat in the present internet situation. The law to be imposed must ensure that it restrict the growth of the cyber crimes.
- **Service in Rural areas**
Broadband service provider has to be providing services to potential customers in areas of low population density. Several rural broadband exist, through its own pit falls and limitation. Some choices are better than others, but depend on how proactive the local communication company is about upgrading their rural technology.



- **Reduce Monthly cost**
Broadband service providers should take attempts to reduce monthly costs by establishing Wi-Fi network. Some customers are planned to discontinue because of high billing and after sales services is not good. Though it is small percentage the service providers should focus on these to keep the brand image in the minds of people.
- **Provide detail Billing**
The detailed billing is provided as a value added service. It will help the customer to clear their doubts about billing, and hence to improve their satisfaction level. If any complaint is observed from the customers, it should be dealt quickly. This will reduce the choice for dissatisfaction.

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