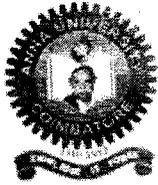# KCT
BUSINESS SCHOOL

CUSTOMER USAGE PATTERN OF INTERNET SERVICES
A MARKET RECEPTIVITY STUDY
WITH SPECIAL REFERENCE TO COMBTEL

A Project Report

Submitted

By

B.ASHA KALYANI

Reg. No. 1020400007

Under the guidance of

V. KAARTHIKHEYAN

Associate Professor

In partial fulfillment of the requirements

for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Department of Management Studies

Kumaraguru College of Technology

(An autonomous institution affiliated to Anna University, Coimbatore)

Coimbatore - 641 049

May, 2012

DECLARATION

I affirm that the project work titled **"Customer Usage Pattern of Internet Services. A Market Receptivity Study with special reference to COMBTEL"** being submitted in partial fulfillment for the award of master of business administration is the original work carried out by me. It has not found the party other project work submitted for award of any degree or diploma, either in this or any other university.
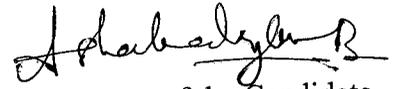
Signature of the Candidate

B. Asha Kalyani

Reg no: 1020400007

I certify that the declaration made above by the candidate is true.

Signature of the Guide

V. KAARTHIEKHEYAN

Associate Professor

KCT
BUSINESS SCHOOL
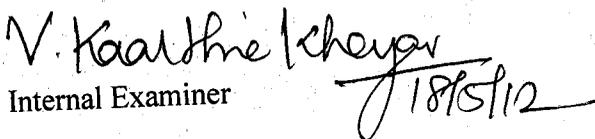
BONAFIDE CERTIFICATE

Certified that this project report titled **"Customer Usage Pattern of Internet Services. A Market Receptivity Study with special reference to COMBTEL"** is the bonafide work of **Miss. B.Asha Kalyani, 10MBA7** who carried out the project under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.
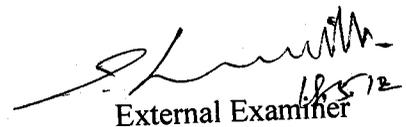
Faculty Guide

(V. Kaarthikheyan)

Associate Professor

KCTBS

Director

Dr.Vijila Kennedy

KCTBS

Submitted for the Project Viva-Voce examination held on _18/5/12_

Internal Examiner   18/5/12

External Examiner   18/5/12

Date: 10th May 2012

PROJECT COMPLETION CERTIFICATE

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Miss B.Asha Kalyani, Final Year MBA student of KCT Business School, Kumaraguru College of Technology, Coimbatore had undergone a Project titled " **Customer Usage Pattern of Internet services. A Market Receptivity study with special reference to COMBTEL**" between 01-02-2012 (Date of Joining) and 30-04-2012 (Date of Leaving).

We wish her all success in her future endeavours.

With Best Regards,

Prassanna . S
Hr and Marketing Head.

ACKNOWLEDGEMENT

If words are considered as symbol of approval and tokens of acknowledgement, then let words play the heralding role of expressing my gratitude to all who have helped me directly indirectly in doing my project.

I express my sincere gratitude to our beloved chairman **Arutchelvar Dr. N. ahalingam and Management** for the prime guiding spirit of Kumaraguru College of echnology.

I wish to express deep sense of obligation to **V. Kaarthikheyan**, Associate professor, uide and the project coordinator of KCT Business School, for his intensive guidance throughout ny project.

I am greatly indebted to thank the faculty members of KCT Business School for their kind support.

I thank **Mr.Prassana**, Hr & Marketing Head, COMBTEL, for his valuable support and guidance throughout my project.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

SYNOPSIS

The Indian communications scenario has transformed into a multiplayer, multi product market with varied market size and segments. Within the basic phone service the value chain has split into domestic/local calls, long distance players, and international long distance players. The telecom industry is the fastest growing industries in India. The telecommunications sector in India can be divided into 2 segments: Fixed Service Providers (FSPs) and Cellular services. FSPs consist of basic service, national or domestic long distance and international long distance services. The state operators (BSNL and MTNL), account for almost 90% of revenues from basic services. Private sector services are presently available in selective urban areas.

Everyday a new startup arises through the length and breadth of our vast country. But as the number of new entrants' increases on an equally same degree the number of exists also occurs. This is because of the fact that these new entrants find it difficult to survive in the touch competition with the peers and the market leader. This may be due to the lack of understanding the customers' needs. Sometimes the high cost of technology also may pose to be a threat. Hence with proper strategy and team positioning the company is very important.

COMBTEL is also a start up mainly concentrating on the corporate sector of customers. It has recently ventured in to the household sector. Hence its strategy is that of entering, pioneering and providing the best of services at an affordable cost to the rural segment of the economy. Thereby this study is done to know the satisfaction of the trial customers with COMBTEL and how according to them is COMBTEL compared to their previous BB service provider.

CHAPTER 1

INTRODUCTION

CHAPTER 1

INTRODUCTION

1.1   Introduction To The Study

The ultimate goal of most businesses is to increase sales and income. Ideally, every business aims to attract new customers to your products and encourage repeat purchases. Brand awareness refers to how aware customers and potential customers are of your business and its products. Brand awareness is crucial to differentiating your product from other similar products and competitors. But in case of a start-up it is difficult to build the confidence in the brand unless and otherwise the consumers are aware of the same. And this awareness can be instigated only with the help of proper, effective and efficient promotion plans. Also satisfaction and review of the existing customers plays an important role in the awareness building of a start up.

The Indian communications scenario has transformed into a multiplayer, multi product market with varied market size and segments. Within the basic phone service the value chain has split into domestic/local calls, long distance players, and international long distance players. The telecom industry is the fastest growing industries in India. The telecommunications sector in India can be divided into 2 segments: Fixed Service Providers (FSPs) and Cellular services. FSPs consist of basic service, national or domestic long distance and international long distance services. The state operators (BSNL and MTNL), account for almost 90% of revenues from basic services. Private sector services are presently available in selective urban areas.

According to the National Sample Survey Organisation (NSSO), an organization in the Ministry of Statistics and Programme Implementation (MOSPI) of the Government of India only 3.5 households in 1000 in rural India has internet connectivity at home in 2009-2010. Urban households fare much better, at 59.5 among 1000 connected to the internet with Mumbai leading the chart with 104/1000 households connected to the Internet. Goa tops the rural penetration with 50 per 1000 households having access to internet, followed by the most literate state Kerala with 34, and Arunachal Pradesh with 19 households per 1000.

1.2 Industry Analysis

1.2.1 Introduction to the Telecommunication Industry

The Indian postal and telecom sectors saw a slow and uneasy start. In 1850, the first experimental electric telegraph line was started between Kolkata and Diamond Harbour. In 1851, it was opened for the use of the British East India Company. The Posts and Telegraphs department occupied a small corner of the Public Works Department,[7] at that time.

Subsequently, the construction of 4,000 miles (6,400 km) of telegraph lines connecting Kolkata (then Calcutta) and Peshawar in the north along with Agra, Mumbai (then Bombay) through Sindwa Ghats, and Chennai (then Madras) in the south, as well as Ootacamund and Bangalore was started in November 1853. Dr.William O'Shaughnessy, who pioneered the telegraph and telephone in India, belonged to the Public Works Department, and worked towards the development of telecom throughout this period. A separate department was opened in 1854 when telegraph facilities were opened to the public.

In 1880, two telephone companies namely The Oriental Telephone Company Ltd. and The Anglo-Indian Telephone Company Ltd. approached the Government of India to establish telephone exchanges in India. The permission was refused on the grounds that the establishment of telephones was a Government monopoly and that the Government itself would undertake the work. In 1881, the Government later reversed its earlier decision and a licence was granted to the Oriental Telephone Company Limited of England for opening telephone exchanges at Calcutta, Bombay, Madras and Ahmedabad and the first formal telephone service was established in the country.[8] On the 28th January 1882, Major E. Baring, Member of the Governor General of India's Council declared open the Telephone Exchanges in Calcutta, Bombay and Madras. The exchange in Calcutta named the "Central Exchange", was opened at third floor of the building at 7, Council House Street, with a total of 93 subscribers. Later that year, Bombay also witnessed the opening of a telephone exchange.

Figure 1.2.1 Showing the milestones in the history of Indian Broadband

Key Milestones in the History of India Broadband	
• ISP policy announced to allow private ISPs to enter	Nov 1998
• National Telecom Policy 1999 sets targets for providing high speed data for all towns with greater than 200,000 population	1999
• **TRAI releases consultation paper & recommendations on Accelerating Growth of Internet and Broadband Penetration**	**Nov 2003 & April 2004**
• National Internet Exchange launched by Department of IT	2003
• **DOT partially accepts TRAI's reco's for Internet and Broadband, including those for broadband subscriber targets, and releases Broadband Policy 2004**	**Oct 2004**
• WPC de-licenses 2.4 GHz spectrum for outdoor usage	Jan 2005
• BSNL & MTNL launch residential broadband services on DSL	Jan 2005
• TRAI slashes rates of international and domestic leased circuits	Apr & Nov 2005
• India misses first broadband subscriber target of 3 mm	Dec 2005
• TRAI issues recommendations on IPLC competition , which are then accepted by DOT	Dec 2005 & Dec 2006
• TRAI issues consultation on Review of Internet Services	Dec 2006

Source: TRAI, BDA

1.2.2 The Internet Service Providers Association of India (ISPAI)

The Internet Service Providers Association of India (ISPAI) was set up in 1998 with a mission to 'Promote Internet for the benefit of all'. ISPAI is the collective voice of the ISP fraternity and by extension the entire Internet community. Over the years ISPAI has helped

business of Internet can setup and grow their services in an environment that is supportive and enabling.

In the last 10 years of it's existence, it has been party to breaking down monopolistic structures in telecom, bringing down barriers to entry for ISPs. It helped shape India from being a bandwidth hungry to a bandwidth surplus country. it was the competitive spirit of the ISP members of ISPAI that, Internet access became so widely and cost effectively available to our countrymen. These very ISPs helped connect India to the rest of the world so effectively that today BPO and Call Centers cannot but make their global presence felt based on IP connectivity. India is today is arguably amongst the top 10 countries of the world in terms of the number of Internet users.

Today ISPAI is the recognised apex body of Indian ISPs worldwide. ISPAI has access to and interacts frequently with international bodies and platforms and is frequently consulted by them on measures for future trends and growth of Internet. It works closely with the Government, the Regulator as well as the major Industry Chambers. It supports exchange of delegations, business visitors from across the globe which provides ISP members a chance to network widely and seek opportunities elsewhere too.

It's a platform for the Solution Provider's community such as Hardware and Software manufacturer's and suppliers to gain easy access to their ISP clients, promote their products and services through personal meetings and through events supported or sponsored by ISPAI.

1.2.3 List of Internet Service Providers in India:

The ISPs can be classified on the basis of ownership and existence. They may be

- ➢ State Owned/PSU
- ➢ Privately Owned and Nationwide
- ➢ Privately Owned and Regional wide
- ➢ Wholesale or Enterprise only

State owned

1.   BSNL - servicing all of India except Mumbai and Delhi. Triple-play Broadband Services provided by ADSL and VDSL. Also providing internet services over GPRS, 3G, as well as WiMax.[1][2]

2.   MTNL - servicing Mumbai and Delhi. Triple-play Broadband Services provided by ADSL under the "Tri-Band" brand. Also providing GPRS and 3G internet services.

3.   VOVINET - servicing Mumbai,Goa and Andhra Pradesh. Triple-play Broadband Services provided by FTTB & GPON under the "Vovinet Communications Pvt Ltd". Also providing VOVI WiF.

Both companies are also pioneering 3G services in selected circles. BSNL has also started EVDO services since November, 2007.[3]

Privately owned, nationwide

1.   Airmesh - 4G and Next Generation Wireless Broadband Networks (Airmesh Communications Limited | www.airmesh.com)

2.   Airtel - ADSL, GPRS & 3G

3.   Vovinet - VoviWiFi

4.   Skynet Broadband - Internet Service Provider

5.   Aircel - GPRS & 3G

6.   Hathway - Broadband over Cable

7.   Idea - GPRS & 3G

8.   MTS India - CDMA/EV-DO

9.   O-Zone Networks Private Limited - Pan - India Public Wi-Fi hotspot provider

10.   Reliance Communications - ADSL, GPRS & 3G, Metro-Ethernet, CDMA/EV-DO, Wimax

11.   Reliance Industries - LTE (to be launched)

12.   D-Vois - Broadband over cable, Metro-Ethernet, GPON, ADSL

13.   Sify - Broadband over cable

14.   Spectranet - Broadband over cable

15.   Tata DoCoMo - GPRS & 3G

16.   Tata Indicom - ADSL, CDMA/EV-DO, Metro-Ethernet, WiMax

17. Tikona Digital Networks - Wireless 4G Broadband(OFDM)
18. Vodafone - GPRS & 3G
19. YOU Broadband & Cable India Limited (formerly YOU Telecom) - Broadband over cable

Privately owned, regional

1. Asianet Data Line - Broadband over Cable, Kerala
2. Kappa Internet Services - Broadband over Wireless, Rajasthan
3. Beam Telecom - FTTB, Hyderabad
4. Fivenet - Broadband over Cable (Mumbai, currently expanding to Pune, Haryana and other regions)
5. Honesty Net Solutions - Broadband over Cable, Mumbai
6. IOL Netcom
7. Railwire - Broadband over Cable; Whitefield, Bangalore
8. Vasai Cable Pvt. Ltd. - Broadband over Cable; Vasai Taluka
9. Alliance Broadband Pvt. Ltd. - Broadband Over cable,Kolkata
10. Wishnet Broadband Service Ltd. - Broadband Over cable,Kolkata

Note: There are a large number of small players with very limited coverage areas. A full list of license holders can be downloaded from the DoT website.

Enterprise/Wholesale only

1. GAILTEL
2. Railtel
3. STPI
4. Powertel

1.2.4 Latest Telecom Data

Latest telecom data (for wireless segment, i.e. including GSM, CDMA and FWP) points out that the total wireless subscriber base increased from 893.84 Million in December 2011 to 903.73 Million at the end of January 2012, registering a growth of 1.11%. The share of Urban Subscriber has marginally decreased from 65.59% to 65.41% where as share of Rural Subscribers has marginally increased from 34.41% to 34.59%. The overall wireless Tele density in India reaches 74.89. Higher growth in Rural Subscription (1.64%) has been posted than Urban Subscription (0.83%). Private operators hold 88.56% of the wireless market share where as BSNL and MTNL, two PSU operators hold only 11.44% market share.

Total Broadband subscriber base has increased from 13.30 million at the end of December 2011 to 13.42 million at the end of January 2012, there by showing a monthly growth of 0.90%. Yearly growth in broadband subscribers is 19.74% during the last one year (Jan. 2011 to Jan. 2012).

As on 31st Jan. 2012, there are 155 Internet Service Providers (ISPs) which are providing broadband services in the country. Top three ISPs in terms of market share are: BSNL with 8.68 million subscribers, Bharti Airtel with 1.36 million and MTNL with 1.03 million subscribers.

Wire line segment:

Wire line subscriber base declined from 32.69 Million at the end of December 2011 to 32.39 Million at the end of January 2012.

BSNL and MTNL, two PSU operators hold 80.91% of the Wire line market share.

The growth in number of broadband connections in India has accelerated since 2006. As of December 2011, total Internet connections stood at 22.39 million, while the broadband Internet connections in India had reached 13.35 million constituting 1.0% of the population. India has one of the lowest penetrations of broadband connectivity in the world.

Figure 1.2.2 Showing the Latest Indian Telecom Data

Particulars	Wireless	Wireline	Total
Total Subscribers (Millions)	**903.73**	**32.39**	**936.12**
Total Net Addition (Millions)	9.88	-0.29	9.59
Monthly Growth (%)	1.11%	-0.90%	1.04%
Urban Subscribers (Millions)	**591.10**	**24.72**	**615.83**
Urban Subscribers Net Addition (Millions)	4.85	-0.22	4.63
Monthly Growth (%)	0.83%	-0.86%	0.76%
Rural Subscribers (Millions)	**312.62**	**7.67**	**320.29**
Rural Subscribers Net Addition (Millions)	5.04	-0.08	4.96
Monthly Growth (%)	1.64%	-1.00%	1.57%
Overall Teledensity*	**74.89**	**2.68**	**77.57**
Urban Teledensity*	162.06	6.78	168.84
Rural Teledensity*	37.13	0.91	38.04
Share of Urban Subscribers	65.41%	76.32%	65.79%
Share of Rural Subscribers	34.59%	23.68%	34.21%

Figure 1.2.3 Showing the Service Provider wise Market Share as on 31st Jan 2012

A. Service Provider wise Market Share as on 31st January 2012
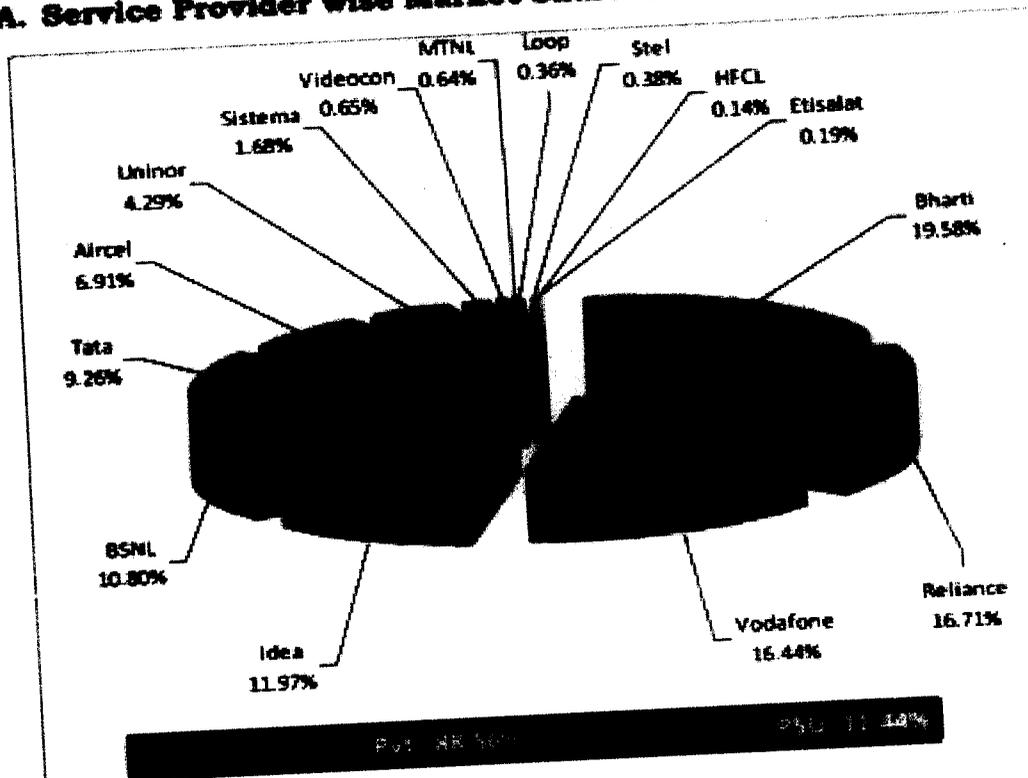
MTNL 0.64% | Loop 0.36% | Stel 0.38% | HFCL 0.14% | Etisalat 0.19% | Videocon 0.65% | Sistema 1.68% | Uninor 4.29% | Aircel 6.91% | Tata 9.26% | BSNL 10.80% | Idea 11.97% | Vodafone 16.44% | Reliance 16.71% | Bharti 19.58%

The growth in number of broadband connections in India has accelerated since 2006. As of December 2011, total Internet connections stood at 22.39 million, while the broadband Internet connections in India had reached 13.35 million constituting 1.0% of the population. India has one of the lowest penetrations of broadband connectivity in the world.

A number of private Internet Service Providers (ISPs) offer services in India, many with their own local loop and gateway infrastructures. BSNL and MTNL have continued to dominate the ISP market because of their existing massive copper infrastructure in the last-mile across the nation. An estimated 60% of Internet users were still regularly accessing the Internet via the country's more than 10,000 cybercafes.

According to International Telecommunication Union, the international average broadband speed is at 5.6 Mbps, whereas in India the average speed hoovers at 256 kbit/s which is the minimum speed set by TRAI. The government declared 2007 to be "the year of broadband." Four years later, Indian broadband failed to deliver download speeds of which other developed nations delivers. South Korea led the list with an average of 43 Mbit/s, followed by Japan (10.6 Mbit/s) and United States (4.6 Mbit/s).

India broadband growth is hampered by various challenges, including a complicated tariff structure, metered billing, higher charges for right of way and absence of local-loop unbundling. Average Internet speed in India is as low as 0.8Mbit/s. Out of the total Internet population 35% are still below 256kbit/s. To compete with international standards of defining broadband speed the Indian Government has taken aggressive step of proposing the $13 billion national broadband network to connect all cities, towns and villages with a population of more than 500 in two phases targeted for completion by 2012 and 2013.The network will be capable of handling speed up to 10Mbit/s in 63 metropolitan areas and 4Mbit/s in additional 352 cities.

1.3   Organization Profile

1.3.1 Introduction to COMBTEL

COMBTEL provides total voice and data communications solutions. Now downloading, emailing and accessing information online will be a pleasurable exercise with our superior bandwidth. We deliver excellent Internet Telephony services with great voice clarity. Both Corporate and Residential Users can benefit from our solutions offered at competitive rates.

COMBTEL provides total voice and data communications solutions for Corporate as well as Households. We pride ourselves in offering premium Internet Connectivity and VoIP Solutions at affordable rates. We provide Internet telephony to the Americas, Europe and Asia Pacific. With our economy growing rapidly the IT needs of a robust corporate sector should be taken care. COMBTEL aspires to contribute with our complete Data and Voice solutions tailor-made for Industries and Technology companies.

We offer High speed Online Access with unlimited download options to households. With speeds upto 2 mbps various plans are available for both, classes and masses. Our VOIP service offers you connectivity to talk with your relatives and friends living abroad. With IPTV in future, we will be offering Triple Services over a single line.

1.3.2 Services Provided

1.3.2.1 Data Services

Leased Line:

We provide dedicated Leased Line Connections for commercial purposes. We offer 1:1 connectivity to Corporate with excellent throughput delivered without disruption.

Shared Line:

They provide Internet connections to households at various speeds. Plans start from Rs. 99/- Unlimited plans are also available starting from 256 Kbps.

They provide VOIP service combined with Internet to make international calls to anywhere in the world.

What is VOIP?

VoIP (Voice over Internet Protocol) is the transmission of voice traffic over IP-based networks. The success of IP in data transmission led to its adaptation to voice networking. Using VOIP one can make international calls.

Why VoIP is better?

VoIP is beneficial to the users because of the cost advantages it has over traditional telephone networks. It offers cheaper international long distance rates than what is charged by traditional phone companies.

Requirements for VOIP

One needs a PC with high speed broadband connection. VOIP service can be provided either through software or hardware like routers.

1.3.3 Plans

COMBTEL's main attraction is that they aim at full satisfaction of the customers; hence they provide tailored plans in accordance to their need and usage pattern. Apart from that they also provide standard plans. These plans are classified into 3 sub-groups. They are:

- ❖ Limited Plans
- ❖ Unlimited Plans
- ❖ VOICE Plans

1.4 Statement of the Problem

COMBTEL Broadband is a new player in the market with its presence mostly in the commercial sector has now extended its arm to the consumers' market. Being a start-up COMBTEL finds it difficult to win the confidence of the prospective customers. If proper care is not taken to maintain the customer base, it is difficult to survive in this competitive scenario. The customer base can be maintained only by satisfying the expectations of the customers. Thereby to attract new customers, maintain existing customer base and compete with other ISPs it is essential to understand the customers' receptivity of COMBTEL.

1.5 Objectives of the Study

Primary Objective

❖ To study the perception of users towards the services offered by COMBTEL.

Secondary Objectives

❖ To study the usage pattern of the respondents.
❖ To discriminate the problems and benefits between the existing ISP and COMBTEL
❖ To study the impact of influence by the promotional tools used by COMBTEL for its 1 month trial scheme.
❖ To suggest a Promotion Plan for COMBTEL.

1.6 SCOPE OF THE STUDY

The study is mainly done within the Coimbatore district and the respondents of this study are those existing customers and customers of identified areas. The study gives an insight on the promotional factors influencing the existing customers purchase decision. Also it tries to find out the reception of the COMBTEL BB.

CHAPTER 2

REVIEW OF LITERATURE

CHAPTER 2

REVIEW OF LITERATURE

1. **"Five key questions to ask an Internet service provider" Fort Worth Business Press, 12/14/2001, Vol. 14 Issue 34, p14.**

   Choosing an internet service provider that meets the needs of your business can be a daunting task. When evaluating different service providers, the customers should look at several factors like, quick installation, price, bandwidth, prompt services and reliability of the service.

2. **Building India's National Internet Backbone. By: Agarwal, P. K.. Communications of the ACM, Jun99, Vol. 42 Issue 6, p53-58, 6p.**

   India is a geographically vast country, located across the Arabian Sea from Saudi Arabia and Africa to the west and across the Bay of Bengal and the Indian Ocean from Myanmar, Malaysia, and the Indonesian archipelago to the east. Only about 27% of its 980 million people live in its cities; the rest live in the countryside in more than 600,000 villages. The Department of Telecommunications is now playing a major role in delivering sufficient infrastructure to private Internet entrepreneurs, as it helps maintain the government's basic monopoly on the Indian telecommunications infrastructure. It is also committed to providing Internet access and services to the country's vast rural areas where most of the population lives.

3. **Peering beyond the public internet. By: O'Brien, Kieron. Telecommunications - International Edition, Mar2005, Vol. 39 Issue 3, p42-43, 2p.**

   Private internet has a lot to offer business. Multinational corporations, by virtue of the scale of their operations, have — in many cases — already begun the process of becoming their own ISP. Each employee can be seen as being a customer (irrespective of whether they are office-based or remote users using DSL connections) in the same way as home users connect to their ISP. The scope of the content they must provide as an ISP is also limited to that which enables

4. **Rural Internet access: over-subscription strategies, regulation and equilibrium. By: Shin, SeungJae; Weiss, Martin B.; Tucci, Jack. Managerial & Decision Economics, Jan2007, Vol. 28 Issue 1, p1-12, 12p.**

This paper presents an analysis of the Internet access market using a game theoretic model. In particular, we consider the Nash equilibrium of the service providers and examine their behavior on network investment and output level. We calibrate this model to fit the industry structure and data found in rural markets. In the first part of the paper, we examine the Internet industry structure and its characteristics. Based on the industry structure, we create a Cournot duopoly model, in which real world cost and revenue projections are used to find Internet access market equilibrium. In conclusion, we analyze social welfare of the equilibrium. These analyses allow us to explain the motivation for the rural ISPs' behaviour, such as over-subscription and under-investment and to present an analytical framework for Internet industry policy makers.

5. **Rural Internet Connectivity presented at the telecommunications research and policy conference September, 1999 by Dr. Sharon Strover University of Texas at Austin.**

This research investigates Internet connectivity in rural regions of four states. Access to the Internet has assumed new significance for commercial and political reasons. Even a E-rate provisions bring Internet connectivity into the universal service fold for certain institutions, more general Internet access to a broader community constituency seems to have consequences for regional economic development. However, the deployment of the types of networks and points of presence that can deliver toll-free Internet favors urban regions. This research examines Internet service providers' operations in rural portions of Texas, Iowa, Louisiana and West Virginia in order to determine the disparity between urban and rural regions for Internet access and the factors that influence ISPs' operations in rural areas.

CHAPTER 3

RESEARCH METHODOLOGY

CHAPTER 3

RESEARCH METHODOLOGY

Research may be defined as the search for knowledge through an objective and scientific method of finding solution of problem. Research methodology is a way to systematically solve the research problem. It includes the various steps that are generally adopted by a researcher in studying problem along with the logic behind them. During my research I have adopted the following research design.

Research Design

Research design can be defined as the arrangement of conditions for the collection and analysis of data in a manner that aims to combine relevance in research purpose with economy in procedure. It constitutes the blue print for the collection, measurement and analysis of data. The research design is a collection of the following steps

- To decide the objective and subjective of the research.
- To determine the most suitable method of research.
- To determine the sources of data
- To decide the appropriate research instrument for data collection
- To determine the suitable sampling design and sampling size
- To conduct the field survey for data collection
- To prepare the research report

3.1 Type of Research

The project work is descriptive research, as it describes the state of affairs, of the industry as such. The set of elements that will influence the motive of the respondents are identified by literature review and through brain storming sessions. The samples for this study are the existing customer base and the potential customers in the selected areas.

3.2 Data and Source of Data

The data used for this research include both primary data as well as secondary data. The research instrument used for data collection is structured questionnaire which was carefully designed keeping the entire objective in mind. The questionnaire collects information's in various aspects like Demography, customer satisfaction, Perception, etc through interview schedule. The other aspects such as company, price, word of mouth, speed/bandwidth, reliability, etc are also included. The collected data will be analyzed using statistical tools and inferences will be drawn and findings will be published. The Secondary Data gives insight on the customer receptivity of COMBEL BB and their market potential.

3.3 Time Period Covered

The time period covered for the entire processing of the study was 90 days.

3.4 Population & Sample Size

The process of collecting observation from elements of a large population may be expensive, time consuming and difficult. It will be cheaper and quicker to collect information from a sample plan of the population. A sample is a subset of population through a valid statistical procedure so that it can be regarded as representative of the entire population. The valid statistical procedure of drawing sample from the population is called sampling.

3.4.1 Sample Units

The sample unit for this study are trial customers of COMBTEL BB in Coimbatore city which included 358 samples.

3.4.2 Sample Frame

A sample frame is a list that includes every member of the population from which a sample is to be taken. In this case the sample frame is Coimbatore city

3.4.3 Sample Size

The larger the sample the more is the accuracy level of the result. But practically it is not feasible to survey the entire target population or even a substantial proportion of it. In this project, being aware of the time, cost and travelling constraints the sample size of 358 respondents belonging to Coimbatore alone were taken.

3.5 Sampling Technique

For this research the sampling technique adopted is Area Random Sampling. The area which was considered for the study is Periyanaickenpalayam and Rathinapuri.

3.6 Statistical Tools Used

The statistical tools used in this research are

❖   Percentage/ Frequency Analysis

❖   Cross Tabulation

❖   Measures of Dispersion: Mean and SD

3.7 Limitations to the Study

The study is carried out only inside the Coimbatore city and the respondents of this study are existing customers and potential customers in the identified areas. The study is done only with those customers who have opted for the one month trial of COMBTEL Broadband. Also not all the trial customers were taken as samples for this study. It has been restricted to 358.

CHAPTER 4

ANALYSIS AND INTERPRETATION

CHAPTER 4

ANALYSIS AND INTERPRETATION

4.1 Percentage Analysis

4.1.1 Table showing the percentage of the number of members in the family of the respondents.

Sl.No	Number of Members in the Family	Total No. of respondents	Percentage of respondents
1	2	58	16.2
2	3	112	31.3
3	4	108	30.2
4	5	41	11.4
5	More than 5 members	39	10.9
	Total	358	100%

Inference:

From the above table we can infer that maximum of the respondents fall under the family category containing 3 members, immediately followed by the category comprising 4 members. Only about 11% (approx.) of the respondents fall under the category of more than 5 members. While the remaining respondents fall under the remaining categories of 2 members at 16% and 5 members at 11%.

4.1.2 Table showing the percentage of respondents categorised according to their monthly household income

Sl.No	Monthly Household Income	Total No. of respondents	Percentage of respondents
1	Less than Rs15000	59	16.5
2	Rs15000 – Rs 25000	77	21.5
3	Rs25001 – Rs 35000	102	28.5
4	Rs 35001 – Rs 45000	63	17.6
5	Rs 45001 – Rs 55000	34	9.5
6	Above Rs 55000	23	6.4
	Total	358	100%

Inference:

From the above table we can infer that nearly 29% (approx.) of the respondents fall under the third income category of Rs 25001 – Rs 35000 and 22% (approx.) of the respondents comes under the category of Rs 15000 – Rs 25000. Around 17% (approx.) of the respondents falls under the first income category of Less than Rs 15000. 7% (approx.) of the respondents fall under the premium income category of Above Rs 55000

4.1.3 Table showing the percentage of respondents using Broadband for various purposes.

Sl.No	Purpose of using Broadband	Total No. of respondents	Percentage of respondents
1	Business	225	62.8%
2	Education	320	89.4%
3	Casual	358	100%
4	IP Telephony	51	14.2%
5	All the Above	Nil	Nil

Inference:

From the above table we can infer that all the respondents use the broadband for casual purposes while nearly 63% of the respondents use it for business purposes apart from 90% of the respondents use it for educational purposes. Only a meagre 14% of the respondents use it for IP telephony. But no single respondent uses broadband for all the purposes.

4.1.4 Table showing the hours of usage of the broadband in a day by the respondents

Sl.No	Hours of usage	Total No. of respondents	Percentage of respondents
1	Less than 2 hours	78	21.8
2	2 hours – 6 hours	160	44.7
3	More than 6 hours	120	33.5
	Total	358	100%

Inference:

infer that nearly half the population uses the internet for 2-6

4.1.5 Table Showing the Percentage of Attributes the respondents expect from a Broadband Service

Attributes	Importance level	Total No. of respondents	Percentage of respondents
Company	Strongly Agree	65	18.2
	Agree	73	20.4
	Neutral	76	21.2
	Disagree	87	24.3
	Strongly Disagree	57	15.9
	Total	**358**	**100%**
Price	Strongly Agree	80	22.3
	Agree	74	20.7
	Neutral	85	23.7
	Disagree	61	17.0
	Strongly Disagree	58	16.2
	Total	**358**	**100%**
Speed	Strongly Agree	159	44.4
	Agree	87	24.3
	Neutral	68	19
	Disagree	32	9
	Strongly Disagree	12	3.3
	Total	**358**	**100%**
Installation	Strongly Agree	93	26
	Agree	80	22.3
	Neutral	63	17.6
	Disagree	63	17.6
	Strongly Disagree	59	16.5
	Total	**358**	**100%**
After sales service	Strongly Agree	78	21.8
	Agree	89	24.9
	Neutral	69	19.3
	Disagree	67	18.7
	Strongly Disagree	55	15.4
	Total	**358**	**100%**
Network Security	Strongly Agree	75	20.9
	Agree	52	14.5
	Neutral	78	21.8
	Disagree	91	25.4
	Strongly Disagree	62	17.3
	Total	**358**	**100%**

Attributes	Importance level	Total No. of respondents	Percentage of respondents
Convenient Schemes	Strongly Agree	73	20.4
	Agree	74	20.7
	Neutral	84	23.5
	Disagree	71	19.8
	Strongly Disagree	56	15.6
	Total	**358**	**100%**

Inference:

From the above table we can infer that the respondents strongly agree that the bandwidth/speed of the broadband is an important attribute followed by the installation process, price, after sales service, company etc. On the other hand, least importance is given to the network security of the broadband.

4.1.6 Table showing the experience with COMBTEL broadband by the respondents

Sl. No	Experience	Total No. of respondents	Percentage of respondents
1	Regretful	39	10.9
2	Poor	65	18.2
3	Fair	87	24.3
4	Good	94	26.3
5	Delightful	73	20.4
	Total	**358**	**100%**

Inference:

From the above table we can infer that nearly 57% (approx) of the respondents have better experience with COMBTEL broadband while only a meagre 11% have a regretful experience.

4.1.7 Table showing satisfaction level of various attributes of the respondents with COMBTEL Broadband

Attributes	Importance level	Total No. of respondents	Percentage of respondents
Company	Highly satisfied	12	3.4
	Satisfied	45	12.6
	Neutral	132	36.9
	Dissatisfied	94	26.3
	Highly Dissatisfied	75	20.9
	Total	**358**	**100%**
Price	Highly satisfied	80	22.3
	Satisfied	74	20.7
	Neutral	85	23.7
	Dissatisfied	61	17
	Highly Dissatisfied	58	16.2
	Total	**358**	**100%**
Speed	Highly satisfied	189	52.8
	Satisfied	111	31
	Neutral	23	6.4
	Dissatisfied	23	6.4
	Highly Dissatisfied	12	3.4
	Total	**358**	**100%**
Installation	Highly satisfied	89	24.9
	Satisfied	78	21.8
	Neutral	69	19.3
	Dissatisfied	67	18.7
	Highly Dissatisfied	55	15.4
	Total	**358**	**100%**
After sales service	Highly satisfied	75	20.9
	Satisfied	91	25.4
	Neutral	78	21.8
	Dissatisfied	62	17.3
	Highly Dissatisfied	52	14.5
	Total	**358**	**100%**
Network Security	Highly satisfied	73	20.4
	Satisfied	74	20.7
	Neutral	84	23.5
	Dissatisfied	71	19.8
	Highly Dissatisfied	56	15.6
	Total	**358**	**100%**

Attributes	Importance level	Total No. of respondents	Percentage of respondents
Convenient Schemes	Highly satisfied	95	26.5
	Satisfied	93	26
	Neutral	25	7
	Dissatisfied	87	24.3
	Highly Dissatisfied	58	16.2
	Total	358	100%

Inference:

From the above table we can infer that almost 52% of the respondents are highly satisfied with the Speed/Bandwidth of the COMBTEL Broadband, followed by 27% of the respondents beings highly satisfied with the convenient schemes provided by COMBTEL, 25% of the respondents being highly satisfied with the price of COMBTEL Broadband. While around 21% of the respondents are highly dissatisfied with the brand name – COMBTEL.

4.1.8 Table showing the perception of COMBTEL Broadband by the respondents:

Sl. No	Perception	Total No. of respondents	Percentage of respondents
1	Economical	287	80.2%
2	Safe and Secure	161	45%
3	Customised Packages	239	66.8%
4	High Speed	289	80.7%
5	Reliability	226	63.1%
6	Quick Process	171	47.8%
7	Prompt Service	214	59.8%
8	All the above	17	4.7%

Inference:

From the above table we can infer that nearly 81% of the respondents perceive COMBTEL Broadband as the one with High Speed/Bandwidth, and similarly 80% of the respondents

it to be Economical. Only about 5% of the respondents perceive it to have all the

4.1.9 Table showing the respondents' decision after the 1 month trial period with COMBTEL Broadband

Sl. No	Decision	Total No. of respondents	Percentage of respondents
1	Continue with COMBTEL	160	44.7
2	Switch back to the previous Broadband service	56	15.6
3	Use a new broadband service	10	2.8
4	Yet to decide	132	36.9
	Total	358	100%

Inference:

From the above table we can infer that nearly 45% of the respondents prefer to continue with

COMBTEL Broadband, while 37% of the respondents are yet to decide. Only about 16% of the respondents are planning to switch back to their previous broadband while a meagre 3% of the respondents prefer to try an entirely new broadband service.

4.1.10 Table showing the respondents' (who have preferred to continue with COMBTEL Broadband) preference to continue with the same plan after the trial period

Sl. No	Preference	Total No. of respondents	Percentage of respondents
1	Yes	105	65.6
2	No	44	27.5
3	Yet to decide	11	6.9
	Total	160	100%

Inference:

From the above table we can infer that out of 160 respondents who have decided to continue with COMBTEL Broadband after the completion of the 1 month trial connection 105 respondents i.e. almost 66% of the respondents have decided to continue with the same plan while 28% prefer to change to plans that suit their needs the most while a meagre 7%

4.1.11 Table showing the effectiveness of various promotion tools according to the respondents

Promotion tools	Importance level	Total No. of respondents	Percentage of respondents
Word of Mouth	Highly Influential	63	17.6
	Influential	63	17.6
	Neutral	93	26
	Ineffectual	80	22.3
	Highly Ineffectual	59	16.5
	Total	**358**	**100%**
Family and Friends	Highly Influential	68	19
	Influential	63	17.6
	Neutral	56	15.6
	Ineffectual	109	30.4
	Highly Ineffectual	62	17.3
	Total	**358**	**100%**
Direct Selling	Highly Influential	198	55.3
	Influential	97	27.1
	Neutral	45	12.6
	Ineffectual	11	3
	Highly Ineffectual	7	2
	Total	**358**	**100%**
Telemarketing	Highly Influential	63	17.6
	Influential	56	15.6
	Neutral	69	19.3
	Ineffectual	107	29.9
	Highly Ineffectual	63	17.6
	Total	**358**	**100%**
Freebies and Offers	Highly Influential	220	61.5
	Influential	100	27.9
	Neutral	16	4.5
	Ineffectual	17	4.7
	Highly Ineffectual	5	1.4
	Total	**358**	**100%**

Inference:

From the above table we can conclude that the most effective form of promotion was none

4.1.12 Table showing the respondents' (COMBTEL customers) consent to promote COMBTEL Broadband

Sl. No	Consent	Total No. of respondents	Percentage of respondents
1	Yes	122	76.25
2	No	14	8.75
3	Maybe	24	15
Total		160	100%

Inference:

From the above table we can infer that nearly 77% of the respondents who have decided to take up COMBTEL BB after the trial pack have made a surety to spread the news of the new service and take part in the upcoming promotional activity.

4.1.13 Table showing the respondents' (not continuing with COMBTEL) consent to promote COMBTEL Broadband

Sl. No	Consent	Total No. of respondents	Percentage of respondents
1	Yes	10	17.8
2	No	7	12.5
3	Maybe	39	69.7
Total		56	100%

Inference:

From the above table we can infer that 70% of those respondents who wouldn't continue with COMBTEL after the 1 month trail pack may take part in the promotional activities.

4.1.14 Table showing the respondents' (Yet to decide about continuing with COMBTEL) consent to promote COMBTEL Broadband.

Sl. No	Consent	Total No. of respondents	Percentage of respondents
1	Yes	15	11.4
2	No	12	9.1
3	Maybe	105	79.5
	Total	132	100%

Inference:

From the above table we can infer that 80% of the respondents who are yet to decide whether to continue with COMBTEL or not after the trial period have consented that they may take part in the upcoming promotional activities.

4.1.15 Table showing the decision of the respondents who were yet to decide on continuing with COMBTEL Broadband Service after the 1 month trail period.

Sl. No	Decision	Total No. of respondents	Percentage of respondents
1	Continue with COMBTEL	119	90.2
2	Switch back to the previous Broadband service	9	6.8
3	Use a new broadband service	4	3
	Total	132	100%

Inference:

From the above table we can infer that nearly 90% of the respondents who were yet to decide after the trail period have indeed decided to continue with COMBTEL Broadband.

4.2 Cross Tabulation

4.2.1 Percentage of purpose of using Broadband by the respondents on the basis of the number of hours spent.

Sl No.	Purpose	Interval	Total No. of respondents	Percentage of respondents
1	Business/Official Use	Less than 2 hours	47	13.1
		2 hours – 6 hours	101	28.2
		More than 6 hours	77	21.5
		Total	**225**	**62.8%**
2	Educational Purposes	Less than 2 hours	68	19
		2 hours – 6 hours	144	40.2
		More than 6 hours	108	30.2
		Total	**320**	**89.4%**
3	Casual use	Less than 2 hours	78	21.8
		2 hours – 6 hours	160	44.7
		More than 6 hours	120	33.5
		Total	**358**	**100%**
4	IP telephony	Less than 2 hours	12	3.4
		2 hours – 6 hours	22	6.1
		More than 6 hours	17	4.7
		Total	**51**	**14.2%**
5	All the above	Less than 2 hours	-	-
		2 hours – 6 hours	-	-
		More than 6 hours	-	-
		Total	**Nil**	**Nil**

Inference:

From the above table we can infer that 100% of the respondents use the broadband for casual purpose, while a meagre 14% of the respondents use the broadband for IP Telephony uses. Nearly 90% of the respondents use Broadband for Educational Purposes, and 63% of the respondents use for Educational Purposes.

4.2.2 Table Showing the Experience of respondents using COMBTEL Broadband on the basis of the purpose for using broadband.

Purpose	Experience	Total No. of respondents	Percentage of respondents
Business/Official Use	Delightful	40	17.8
	Good	51	22.7
	Fair	52	23.1
	Poor	55	24.4
	Regretful	27	12
	Total	**225**	**100%**
Educational Purpose	Delightful	57	17.8
	Good	68	21.2
	Fair	84	26.2
	Poor	77	24.1
	Regretful	34	10.6
	Total	**320**	**100%**
Casual use	Delightful	65	18.2
	Good	73	20.4
	Fair	95	26.5
	Poor	87	24.3
	Regretful	39	10.9
	Total	**358**	**100%**
IP telephony	Delightful	9	17.6
	Good	9	17.6
	Fair	18	35.3
	Poor	13	25.5
	Regretful	2	3.9
	Total	**51**	**100%**
All the above	Delightful	-	-
	Good	-	-
	Fair	-	-
	Poor	-	-
	Regretful	-	-
	Total	**Nil**	**Nil**

Inference:

From the above table we can infer that the respondents who use the broadband for business/official use have only a fair experience, and also who use for casual use have the same experience. Over all most of them have a fair experience with COMBTEL Broadband when taken in accordance to their purpose of usage.

4.2.3 Table showing the experience of COMBTEL by respondents according to the hours in a day spent by them

Hours of Usage	Experience	Total No. of respondents	Percentage of respondents
Less than 2 hours	Delightful	25	32.1
	Good	18	23.1
	Fair	19	24.3
	Poor	10	12.8
	Regretful	6	7.7
	Total	**78**	**100%**
2 hours – 6 hours	Delightful	54	33.8
	Good	33	20.6
	Fair	30	18.8
	Poor	22	13.7
	Regretful	21	13.1
	Total	**160**	**100%**
More than 6 hours	Delightful	14	11.7
	Good	22	18.3
	Fair	38	31.7
	Poor	34	28.3
	Regretful	12	10
	Total	**120**	**100%**
Grand Total		**358**	**100%**

Inference:

From the above table we can infer that the respondents who are using the internet less than 2 hours a day find the experience with COMBTEL broadband delightful, while 34% of those spending 2 hours – 6 hours a day find it delightful, but 32% of the respondents who use more than 6 hours a day find the experience as fair.

4.2.4 Table showing the experience with COMBTEL by the respondents according to their monthly household income

Monthly Household Income	Experience	Total No. of respondents	Percentage of respondents
Less than Rs15000	Delightful	12	20.3
	Good	14	23.7
	Fair	16	27.1
	Poor	7	11.7
	Regretful	10	16.9
	Total	**59**	**100%**
Rs15000 – Rs25000	Delightful	21	27.3
	Good	17	22.1
	Fair	15	19.5
	Poor	16	20.8
	Regretful	8	10.4
	Total	**77**	**100%**
Rs25001 – Rs35000	Delightful	29	28.4
	Good	26	25.5
	Fair	23	22.5
	Poor	13	12.7
	Regretful	11	10.8
	Total	**102**	**100%**
Rs35001 – Rs45000	Delightful	34	54
	Good	11	17.5
	Fair	9	14.3
	Poor	5	7.9
	Regretful	4	6.3
	Total	**63**	**100%**
Rs45001 – Rs55000	Delightful	17	50
	Good	7	20.6
	Fair	4	11.8
	Poor	2	5.9
	Regretful	4	11.8
	Total	**34**	**100%**

Monthly Household Income	Experience	Total No. of respondents	Percentage of respondents
Above Rs55000	Delightful	4	17.5
	Good	2	8.7
	Fair	3	13
	Poor	3	13
	Regretful	11	47.8
	Total	**23**	**100%**

Inference:

From the above table we can infer that that most of the respondents have a good experience with COMBTEL Broadband. But the respondents who come under the premium category of monthly household income category have a mostly regretful experience.

4.2.5 Table showing the perception of COMBTEL by the respondents according to their broadband uses.

Perception	Purpose	Total No. of respondents	Percentage of respondents
Company	Business	75	20.9
	Education	132	36.9
	Casual	94	26.3
	VOIP	45	12.6
	Total	**358**	**100%**
Price	Business	80	22.3
	Education	74	20.7
	Casual	85	23.7
	VOIP	61	17
	Total	**358**	**100%**
Speed	Business	189	52.8
	Education	111	31
	Casual	23	6.4
	VOIP	23	6.4
	Total	**358**	**100%**
Installation	Business	89	24.9
	Education	78	21.8
	Casual	69	19.3
	VOIP	67	18.7
	Total	**358**	**100%**

Perception	Purpose	Total No. of respondents	Percentage of respondents
After sales service	Business	75	20.9
	Education	91	25.4
	Casual	78	21.8
	VOIP	62	17.3
	Total	**358**	**100%**
Network Security	Business	73	20.4
	Education	74	20.7
	Casual	84	23.5
	VOIP	71	19.8
	Total	**358**	**100%**
Convenient Schemes	Business	95	26.5
	Education	93	26
	Casual	25	7
	VOIP	87	24.3
	Total	**358**	**100%**

Inference:

From the above table we can infer that nearly more than 50% of the respondents who use internet for business or official purposes perceive that COMBTEL has high speed. Those who use internet for casual purpose perceive that COMBTEL has better after sales service. Network security is soughted after equally by all the respondents.

4.3 Measures of Dispersion

4.3.1 Table showing the attributes you expect from a broadband service.

Attributes	No	Min	Max	Mean	Std Deviation
Company	358	1	5	2.9944	1.34725
Price	358	1	5	2.8408	1.37802
Speed	358	1	5	3.0950	1.33973
Installation	358	1	5	3.0251	1.32924
After Sales	358	1	5	2.9274	1.38834
Network Security	358	1	5	3.0363	1.39077
Convenient Schemes	358	1	5	2.8966	1.35677

Inference:

From the above table we can infer range of ratings given by the customers on various attributes that they expect from the ISP.

4.3.2. Table showing the measures of dispersion of the attributes of COMBTEL Broadband

Attributes	No	Min	Max	Mean	Std Deviation
Company	358	1	5	2.4050	1.05622
Price	358	1	5	2.8408	1.37802
Speed	358	1	5	3.0950	1.33973
Installation	358	1	5	2.9274	1.38834
After Sales	358	1	5	3.0363	1.39077
Network Security	358	1	5	2.8966	1.35677
Convenient Schemes	358	1	5	2.8939	1.26576

Inference:

From the above table we can infer range of ratings given by the customers on various

4.3.3 Table showing the measures of dispersion of the effective promotional tools used

Promotional tools	No	Min	Max	Mean	Std Deviation
Word of mouth	358	1	5	3.0251	1.32924
Family and Friends	358	1	5	3.0950	1.33973
Direct Selling	358	1	5	3.0251	1.32924
Telemarketing	358	1	5	3.0838	1.34257
Freebies	358	1	5	3.0391	1.30228

Inference:

From the above table we can infer range of ratings given by the customers on various promotional tools used by COMBTEL.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Findings:

5.1.1 Demographic Profile

❖ Nearly 31% of the respondents belong to the group of 3 – member family and another 30% of the respondents belong to the group of 4 – member family.

❖ 16% of the respondents belong to the category of 2 member family.

❖ Almost 29% of the respondents belong to the group with a household income ranging from Rs 25001 – Rs35000.

❖ 22% of the respondents belong to the group with a monthly household income ranging from Rs15001 – Rs25000.

❖ Around 6% of the respondents belong to the premium category of above Rs55000 monthly household income.

5.1.2 Usage Pattern

❖ The entire population uses the internet for casual browsing and other purposes.

❖ 89.4% of the respondents use the same for educational purposes.

❖ 63% of the respondents use the internet for enhancing their business operations

❖ Nearly 44% of the respondents use the internet for 2 hours – 6 hours daily.

❖ 33% of them use the same for more than 6 hours daily.

❖ 22% of them use the same for less than 2 hours daily.

❖ 45% of those respondents who use the net for casual purpose use the same for 2hours – 6 hours daily.

❖ It is an interesting fact that all the respondents who use the internet for casual purpose spend the maximum time in broadband daily.

5.1.3 Perception of COMBTEL

❖ Almost 44% of the respondents consider high speed/bandwidth to be an important attribute that they expect in any broadband service.

- ❖ Another 26% consider that the quick installation process is quite an important attribute in any broadband service.
- ❖ Price, after sales service and other factors are only secondary attributes that they expect from the service provider.
- ❖ From the analysis we can say that almost 53% of the respondents were highly satisfied with the speed / bandwidth of COMBTEL.
- ❖ Also 25% are highly satisfied with the installation process of COMBTEL.
- ❖ An interesting fact is that 27% of the respondents have consented that they are highly satisfied with the convenient schemes provided by COMBTEL.
- ❖ However 21% of the respondents have given a negative impact of being highly dissatisfied with that of the brand name/company COMBTEL. It was an expected one as mentioned earlier that a start-up has to try hard to find its place in the hearts of the customers.
- ❖ 81% of the respondents perceive that COMBTEL is a broadband with a better bandwidth when compared to their previous service provider.
- ❖ 80% of the respondents perceive COMBTEL to be very economical.
- ❖ Around 67% of the respondents find the main attraction of COMBTEL i.e. its customised packages to be a pus point.
- ❖ 63% of the respondents perceive COMBTEL to be a reliable service.
- ❖ Only 5% perceive COMBTEL to be an all rounder.

5.1.4 Problems and benefits between the existing ISP and COMBTEL

- ❖ The brand name of the existing ISP was considered mush better than COMBTEL and that actually is creating a confidence in former one.
- ❖ But the main attraction to COMBTEL is that its wireless unlike that of their existing service provider.
- ❖ Another important attraction is the bandwidth which is actually the influencing force towards COMBTEL according to the respondents.
- ❖ The respondents have consented that the customised packages and professional one –to-one service provided by COMBTEL is a special attraction as they individual needs and usage.

❖ However their exiting service provider provides only those schemes already finalised giving them a cause of concern.

❖ During the 1month trial period 26% of the respondents find COMBTEL to be good, while 20% have consented that their experience with COMBTEL was indeed delightful.

❖ Only about 10% feel that the experience was regretful.

❖ Out of the 358 trial customers, 160 have consented to continue with COMBTEL.

❖ About 16% of the trial customers have opted to stay with their old broadband. Majority of the 16% have consented that the 1 year service period of their previous broadband has been the factor of hindrance to switch over.

❖ However since the survey was taken almost 10 days before the completion of their trial period, nearly 37% of the respondents are yet to decide.

5.1.5 Promotional tools

❖ 62% of the respondents have consented that the freebies and offers provided by COMBTEL was the highly influential factor that made them choose COMBTEL.

❖ Followed by 55% of the respondents who feel that Direct Selling activity conducted by the company to be the highly influential factor.

❖ 17% of the respondents feel that influence from by the word of mouth was little or ineffectual.

❖ 76% of the respondents who preferred to stay with COMBTEL even after the trial period have given their consent in participating in the company's upcoming promotional campaign.

5.1.6 Other Findings

❖ Those respondents spending less than 2 hours a day in the internet has recorded a delightful experience than the ones who spend more than 6 hours a day.

- ❖ Almost 50% respondents, who fall in the category of Rs 45001-Rs55000 monthly household income have a delightful experience with COMBTEL.
- ❖ Nearly 11.4% of the respondents who have planned to continue with COMBTEL prefer to continue with the existing plan, while majority is yet to decide on it.
- ❖ 37% of the respondents who had previously not given their consent about after the trial period has shown a tremendous surprise such that 119 of 132 respondents i.e. 90% of those respondents who were yet to decide switched back to COMBTEL.
- ❖ This indeed shows their satisfaction level on COMBTEL service.

5.2 Suggestion

From the findings it can be understood that COMBTEL indeed is giving a better facilities and benefits when compared to the existing ISP. However being a new player in the market it has to understand the varied requirements of the customers, meet their needs, keep updating the technology, and penetrate more areas and holding an upper hand in the rural segment of the market. Also it has to concentrate more on the promotion part being a start up and also increase the workforce so as to penetrate more such areas.

5.2.1 Promotion Plan:

- ❖ Telephonic Consulting
- ❖ Home-Net Party
- ❖ Direct Selling
- ❖ Trial Offers
- ❖ One – To – One Discussion

5.3 Conclusion

From the study it is indeed evident that the perception of the COMBTEL Broadband is quite strong in terms of speed and installation when compared with the previous ISP. Hence with proper planning for the future and defined set of goals COMBTEL can indeed make a mark in the future.

5.4 Scope for Further Study

❖ Increasing the Geographical boundary and extending to the other parts of Coimbatore and in new districts also.

❖ The sample size is small because of the time constraint but in the future we can increase the sample size.

BIBLIOGRAPHY

Books

Donald R Cooper and Pamela S Schindler, "Business research methods", Tata McGraw Hill Publishing company limited, New Delhi, ninth edition, 2006.

Kothari C.R., "Research Methodology Methods and Techniques", Wishwa Prakashan, New Delhi, Second Edition, 2001

Kumar, Kaliyamoorthy, "Influence of Demographic Variables on MarketingStrategies in the Competitive Scenario", 2007

Vittal.P.R., "Business Mathematics and Statistics", Margham Publicaations, Chennai. Enlarged Edition, 2004.

White Paper:

Private ISPs in India – An outlook White Paper 1997, 1998 by Anindo Gosh, New Delhi

Web Links

http://www.pluggd.in/india-telecom-data-jan-2012-297/

http://www.pluggd.in/internet-connectivity-in-rural-india-297/

http://mospi.nic.in/Mospi_New/upload/NSS_Report_538.pdf

http://en.wikipedia.org/wiki/List_of_telecom_companies_in_India

http://en.wikipedia.org/wiki/Communications_in_India

http://www.india50.com/isp.html

http://www.combtel.com/SERVICES.html

APPENDIX

Questionnaire

A Study to analyse the Consumer Satisfaction of the 1 month Combtel Trail Customers

---

No of members in the family:- ☐ 2   ☐ 3   ☐ 4   ☐ 5   ☐ >5

Monthly Household Income: - ☐ less than Rs15000

☐ Rs 15000 – Rs 25000

☐ Rs 25001 – Rs 35000

☐ Rs 35001 – Rs 45000

☐ Rs 45001 – Rs 55000

☐ Above Rs 55000

Purpose of using Broadband: - ☐ Business

☐ Education

☐ Casual

☐ IP Telephony

☐ All the above

☐ *Others Pl Specify*

How many hours in a day do you use broadband?

☐ Less than 2 hours   ☐ 2 – 6 hours   ☐ More than 6 hours

1. Which COMBTEL Broadband Plan are you currently using?

2. Rate the attributes/features you expect from a Broadband Service? (Rate the following according to your Preference)

	Strongly Agree	Agree	Neither Agree/Disagree	Disagree	Strongly Disagree
Company					
Price					
Speed/Bandwidth					
Installation					
After Sales Service					
Network Security					
Convenient Schemes					
Others Pl Specify					

3. How do you feel about the experience with COMBTEL Broadband Services?

☐ Regretful   ☐ poor   ☐ Fair   ☐ Good   ☐ Delightful

4. Rate the following attributes of COMBTEL (tick in the preferred Cell)

	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Company – Brand Name					
Price					
Speed/Bandwidth					
Installation					
After Sales Service					
Network Security					
Convenient Schemes					

5. What is your perception towards COMBTEL BB?(tick all the relevant options)

☐ High Speed

☐ Reliability   ☐ Quick Process   ☐ Prompt Services   ☐ All the above

6. On the basis of the 1 month Trial of COMBTEL BB rate your experience with COMBTEL as against your previous BB. (1 – Highly Satisfied   5 – Highly Dissatisfied)

	Previous BB	COMBTEL BB
Company		
Price		
Speed/Bandwidth		
Installation		
After Sales Service		
Network Security		
Convenient Schemes		

7. After the trial period are you planning to switch back to the previous BB?

☐ Yes   ☐ No, I prefer to continue with COMBTEL

☐ No, I prefer to use a new bb service   ☐ yet to decide

8. (A) If your answer to the previous question was YES, can you mention the reason behind the decision?

If your answer to the previous question was NO, I PREFER TO CONTINUE WITH
TEL , then do you prefer to stay in the same plan or wish to switch according to your
?

☐ Yes   ☐ No   ☐ Yet to decide

C)If your answer to the previous question was NO, I PREFER TO USE A NEW BB
ERVICE, can you mention the reason

If you don't prefer to use combtel would you like to use our premium solution
services?

☐ Yes   ☐ No   ☐ Maybe

0. Of the following Promotion Tools used mention the most effective one on the basis of
its influence to use COMBTEL Broadband?(tick in the preferred cell)

	Highly Influential	Influential	Neutral	Doesn't make any difference	Negligible
Word of mouth					
Family and Friends					
Direct Selling					
Telemarketing					
Pamphlets					

a customer of COMBTEL will you spread the news of the service?

☐ Yes ☐ No ☐ Maybe

low do you think awareness about COMBTEL BB can be spread? *(Please give your*
iews)