A STUDY ON THE AWARENESS AND USAGE OF BSNL BROADBAND TECHNOLOGY IN PERUNDURAI SHORT DISTANCE COVERAGE AREA

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Certificate

BONAFIDE CERTIFICATE

Certified that the Project report titled "**A STUDY ON THE AWARENESS AND USAGE OF BSNL BROADBAND TECHNOLOGY IN PERUNDURAI SHORT DISTANCE COVERAGE AREA**" is the bonafide work of **Mr.RAMESH.C** who carried out the work 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.

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(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LIMITED
(A Government of India Enterprise)

BSNL 3G))) BSNL LIVE
Faster than your thoughts 2010

No: SDE EB /2012-13 /Genl / dtd at Erode the24-8-12

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C. RAMESH

Abstract

ABSTRACT

The Internet Broadband services had been provided by the various companies like Airtel, Vodafone, Reliance, BSNL and Aircel. Along with these companies the BSNL has also introduced it Broadband service. BSNL service is fastly catching up its market share. In this context, a project is undertaken with a primary objective to study the level of satisfaction of the customers using the BSNL Broadband services in Perundurai rural area. The secondary objectives were to study the relationship by knowing the satisfaction level of subscribers about the telecom industry, to study the customer opinion about tariff rates of BSNL, and to study the reasons for purchase of BSNL service by the respondents. The study is conducted on BSNL prepaid and postpaid users of 'BSNL Broadband Technology. The study is confined to the area of Perundurai. The descriptive study is conducted with 110 respondents. It is found that users of the BSNL BB services belong to the age group of 21 to 35 years with more of student community using it for the past 3 years. The bandwith of the service is the top reason for availing the BSNL BB service. They receive the promotional offers and the tariffs are comparatively better for the customers. Majority of the users do not use online bill pay facility and they are satisfied with USOF service provided by BSNL. In conclusion, the respondents are satisfied with the overall Broadband services provided by the BSNL in Perundurai rural area.

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Introduction

CHAPTER – I
INTRODUCTION

Internet usage is rapidly growing in urban areas like Cosmopolitan cities, semi-urban areas in India. I-enabled services by governmental agencies, educational institutions and commercial sector force users of these services to seek superior internet access like broadband, WiMax in the place of traditional dial-up access. With the reforms in telecom sector in India, many private players started internet services affecting monopolistic public sector telecom giant BSNL (Bharat Sanchar Nigam Limited). With the advent of private ISPs, the perception and brand choice of broadband consumers are witnessing dynamic shift in favor of private players. However, BSNL is still preferred ISP in the minds of Indian broadband users. Cost competitiveness, transparency, paradigm shift in consumer responsiveness etc weigh in favor of the telecom PSU BSNL. This paper attempts to identify the factors affecting brand perceptions of broadband service. Further, it studies the cause and effect, mediating effects of consumer brand perceptions and conceptualizes a mediating-mediating model to capture these effects. The results suggest that consumer adoption of broadband service is affecting the brand perceptions measured in terms of satisfaction.

Worldwide consumer adoption of broadband internet services continues exponentially. Broadband internet penetration is more than 55% in Japan and Korea and 53.6% in United States in the year 2004 (Venkata Praveen, Fotios Harmantzis 2006). According to Internet World Stats, an online internet usage portal, it is only 0.2% in India in 2007. There are four categories of broadband users: 1) Asymmetrical Digital Subscriber Line (ASDL) 2) Cable TV Internet 3) Fiber-to-home 4) Wireless Mobile Internet. But ASDL internet access and Wireless Mobile internet access are popular in India. The broadband penetration is expected to go up with impending WiMax broadband in India. The markets for broadband that remain untapped are rural, high cost, low-income and high risk. Serving these markets has required large investments that have not been forthcoming from the private sector (Francis Porenza

2007). The deployment focus now is shifting towards broadband access services and in this regard, the Government of India has taken a number of proactive steps to boost the penetration and deployment of advanced telecommunications infrastructure in all parts of the country (Abhay Karandikar, Zainul Chabriwala 2006). Government of India has taken numerous efforts to increase the tele-density 25 in the coming years. The Telecom Regulatory Authority of India (TRAI), through its working papers, is promoting broadband internet access and asked the service providers to diversify their operations to rural India. Till 2004, the broadband market in India is dominated by 2 telecom public sector companies viz., BSNL (Bharat Sanchar Nigam Limited) and MTNL (Mahanagar Telephone Nigam Limited). Their market shares are witnessing sharp decline due to entry of many private players like Reliance, Tata Teleservices, and Vodafone etc. The users are shifting from one player to another due to various reasons like cost, speed, quality of service etc.

SCOPE OF STUDY

The study is conducted on BSNL prepaid and postpaid users of 'BSNL BROADBAND TECHNOLOGY. The study is confined to the area of Perundurai.

STATEMENT OF THE PROBLEM

Recently the Broadband services had been provided by the various companies like Airtel, Vodafone, Reliance, BSNL and Aircel. Along with these companies the BSNL has also introduced it Broadband service. BSNL service is fastly catching up its market share. Cell phone users have chosen BSNL service in this context on attempt is made to find out.

1. What are the various schemes offered by BSNL and how do people utilize the scheme?
2. To know how many people have land line connection?
3. Are the users satisfied with the BSNL service?
4. What are the reasons for preference of BSNL?

OBJECTIVES OF THE STUDY

Primary Objective:

- To study the level of satisfaction of the customers using the BSNL Broadband services in Perundurai rural area.

Secondary Objective:

- To study the relationship by knowing the satisfaction level of subscribers about the telecom industry.
- To study the customer opinion about tariff rates of BSNL.
- To study the reasons for purchase of BSNL service by the respondents.

LIMITATIONS OF THE STUDY

The present study is subjected to following LIMITATIONS.

- Method of data collection was through personal interview and therefore bias becomes a major limitation.
- Due to the time constraints all the customers were not covered.
- Owing to their pre occupation some customers were unable to answer the complete questionnaire
- The main focus of the study is on "Brand Awareness". The customer behavior is bound to vary according to time, fashion, technological development etc.
- The study is pertaining to BSNL Broadband service only.

Chapter – II

Review of Literature

CHAPTER – II
REVIEW OF LITERATURE

Consumer perceptions are affected by many factors. When it comes to brand choice, it is affected by social, utility and other factors. Economic theory has contributed to brand choice research. This contribution is reflected in rational choice theory that postulates consumers seek to maximize utility of their decision. Utility is maximized through consumers assigning a value to each product/service based on an assessment of each product/serviceability to satisfy needs and desires (Marshall, 1890; Alchian, 1953; Strotz, 1953). According to Jacoby, rational choice theory argues buyers do not choose randomly and that rationality is the only reasonable explanation for their reactions to changes in relative prices (Jacoby, 2001). Accepting this theory would lead to rejection of psychological factors including past purchase experiences, current expectations, motives, mood, personality, attitudes, values, beliefs, memory etc. Brown and Venkatesh, 2005; Dwivedi and others, 2007; Rogers, 1995; Venkatesh and Brown, 2001 have listed various constructs affecting broadband adoption of Indian consumers.

Behavioral Intention (intention to subscribe), Relative Advantage (BB superiority), Utilitarian Outcomes (access to information), Service Quality (Fault clearance, speed etc), Primary Influence (friends, family etc), Social Needs (Symbol of possession), perceived ease of use and many other factors (Dwivedi et al 2007, Rogers et al 1995, Venkatesh and Brown et al 2001 &2005) significantly influence consumer behavior. Demographics (e.g., gender, age, income, race, etc.) did not predict differences in online buying, although males spent slightly more than female online shoppers. However, both the Wharton Virtual Test Market and other studies (Kehoe, Pitkow, and Rogers 1998; Kraut et al. 1997) have found that demographics were an important indicator of who is on the Internet in the first place. In their paper, they argue that the different types of cognitive processing, changes of preferences, the focus of the need for identity and social networks are determinants leading to product choice and explaining variations in market dynamics (Janssen Marco, Jager Wander,

2001). Deighton et al., (1994) examined switching and repeat purchase effects of advertising in well established and frequently purchased product categories. They found that advertising works through attracting switchers but did little in modifying the repeat purchase probabilities of those who have just purchased the brand (Deighton et al., 1994). Gary Madden, Michel Simpson and Scott Savage (2002) found NMNL model used by them suggest 65 per cent of separate Australian households passed are likely to subscribe to broadband delivered entertainment service in the twenty first century.

Bowa & Shoemaker found sales promotions to have positive effects for new customers only, with the likelihood of existing customers purchasing their existing brand not increasing. However, BB services promotions have positive effects for both new and existing customers and results in customer retention/brand loyalty. Gerald R. Faulhaber and Christiaan Hogendorn (2000) found that competition in the provision of interactive broadband infrastructure to metropolitan area households is likely if the market is left unfettered. While this infrastructure market is clearly not perfectly competitive, it would appear that two or even three firms can offer fiber infrastructure at higher demand levels and survive. Strategic dynamic behavior takes the form of dissipating rents by increasing network size relative to the static model, which is an unambiguous gain for consumers. Fang-Mei Tseng (2006) listed upload speed, connection stability, usage fees, download speed, service quality of provider, static ip address, brand of service provider, and awareness of the provider as the influencing factors of consumer choice of broadband services in Taiwan. He concluded that if the usage fees of broadband services falls, the dialup users in Taiwan will switch over to ASDL or Cable internet. But the fixed ASDL users will less likely to switch over to other options. The "India's Broadband Economy: Vision 2010", a study conducted by IBM Business Consulting Service on behalf of Confederation of Indian Industry (CII) and Ministry of Communications & Information Technology (MCIT) indicates that the present value (2004) benefit for the Indian Economy due to the growth in Broadband is expected to be USD 90 Billion for the period 2010-2020, with an 11 percent additional growth in the labor productivity. It further says that it is expected to

launch new business lines and increased efficiency in existing businesses, leading to direct employment of 1.8 million and total employment of 62 million by 2020 (Pavan Kumar 2007).

The own-price elasticity of broadband demand is statistically significant and has a substantial coefficient value. The cross-price sensitivity of broadband demand with respect to dialup price is also statistically significant, and supports the notion of the two services being substitutes (Kenneth Flamm, Anindya Chaudhuri 2005). Broadband has developed as a type of high-speed Internet access that supports the transmission of data at speeds far greater than traditional dial-up access in US. While common-carrier requirements have now been cast aside for cable and DSL broadband providers, numerous regulations and statutes still remain in place that will prevent monopoly control of broadband service (Justin P.Hedge 2006). More information on prices could increase consumer price sensitivity for undifferentiated products. At the same time, having more information on non-price attributes could reduce price sensitivity for differentiated products (Alba & others 1997). In terms of Web behavior, the ease with which potential goal-directed shoppers can find the information they want, and the reliability they can place on that information, will be key determinants in their repeated use of the Web (Kathy Hammond, Gil McWilliam, Andrea Narholz Diaz, 1997). Key to the regulatory argument appears to be an assumption that local loop unbundling will promote the availability of new technologies based upon telecommunications networks (such as broadband services) - a supply-side argument based upon the premise that competing providers will put pressure upon incumbent operators to incorporate new technologies into their networks, thereby making the new technologies available to consumers (BOLES de BOER David, ENRIGHT Christina & EVANS Lewis 2000).

Previous studies suggested that the significant role of attitudinal factors such as relative advantage, utilitarian outcomes, hedonic outcomes and service quality on influencing consumers' behavioral intentions to adopt personal computers (Brown and Venkatesh, 2005) and broadband (Dwivedi, 2005). A total of 16 constructs were

expected to be correlated to the BI of consumers when adopting broadband Internet in India. Of these 16 constructs three, including relative advantage, hedonic outcomes and cost, significantly correlated to the BI of consumers. In terms of the size of the effect of these three constructs that contributed significantly to behavioral intentions, the relative advantage construct had the largest impact in the explanation of variations of BI (Yogesh K. Dwivedi1, Michael D. Williams, Banita Lal, Vishanth Weerakkody and Sneha Bhatt.

A satisfaction dimension corresponds to a number of product attributes or features that together generate particular aspects of performance, such as price, perceived quality, ease of service, convenience in availability, variety of features, attractiveness of the product, and advertising of the product. The most important factors that will cause them to change are the perceived quality of the product and attractiveness of the product, while convenience in availability is not found to be of a great influence in brand switching. (Paurav Shukla, 2004). Since users fall into four categories: Students, Home users, Enterprise users, Government, the needs and wants are different for each type of users. For example enterprise users need higher bandwidth to support their commercial interests and require continuous servicing by the provider, whereas home users are contend with relatively low or medium bandwidth and support when needed (Venkata Praveen, Fotios C Harmantzis 2006). Product familiarity had a significant impact on Indian consumers' attitudes, subjective norms, intention to buy, and, ultimately, purchase behavior of the low innovator and high innovator groups (HoJung Choo, Jae-Eun Chung, and Dawn Thorndike Pysarchik 2004).

Investment in broadband communications and its infrastructures (Carlo Cambini (2009) is receiving extraordinary attention from policy makers all over the world, due to the significant impact of high-speed Internet access on the whole economy and society. However, even before the recent financial crises, a dramatic downward trend in telecommunications investment has occurred, mainly due - at least according to incumbent operators - to excessively intrusive regulatory intervention.

The typical conflict between regulation, competition and investment emerges. It is therefore important, for both future research and regulatory and practitioners' references, to review the specialized but growing branch of the literature on this interesting and policy-relevant issue. The purpose of this paper is therefore to survey the relevant theoretical and empirical literature on the relationship between regulation, at both retail and wholesale level, and investment in telecoms infrastructures. The picture that emerges is not conclusive, and further research is still needed, both theoretically and empirically, to better understand the real impact of regulatory incentives on investments.

COMPANY PROFILE

As BSNL, India Communications Corporation Limited is a public sector telecommunication. Bharat Sanchar Nigam Limited (known company in India. Bharat Sanchar Nigam Ltd. formed in October, 2000, is World's 7th largest Telecommunications Company providing comprehensive range of telecom services in India: Wire line, CDMA mobile, GSM Mobile, Internet, Broadband, Carrier service, MPLS-VPN, VSAT, VoIP services, In-services etc. Within a span of five years it has become one of the largest public sector units in India

BSNL has installed Quality Telecom Network in the country and now focusing on improving it, expanding the network, introducing new telecom services with ICT applications in villages and wining customer's confidence. Today, it has about 43.74 million line basic telephone capacity, 8.83 million WLL capacity, 72.60 million GSM capacity, 37,885 fixed exchanges, 68,162 GSM BTSs, 12,071 CDMA Towers, 197 Satellite Stations, 6,86,644 RKm. of OFC, 50,430 RKm. of microwave network connecting 623 districts, 7330 cities/towns & 5.8 lakhs villages. It is India's largest telecommunication company with 24% market share as on March, 2009. Its headquarters are at Bharat Sanchar Bhawan, Harish Chandra Mather Lane, Jan path, New Delhi. It has the status of Mini Ratna a status assigned to reputed public sector companies inIndia.BSNL is India's oldest and largest Communication Service Provider (CSP). Currently has a customer baseof 73million as of June 2008. It has footprints throughout India except for the metropolitan cities ofMumbaiand New Delhi which are managed byMTNL

BSNL has installed QualityTelecom Network in the country and now focusing on improving it, expanding the network, introducing new telecom services with ICTapplications in villages and wining customer's confidence. Today, it hasabout 47.3 million line basic telephone capacity, 4 million WLL capacity,20.1 Million GSM Capacity, more than 37382 fixed exchanges, 18000BTS, 287 Satellite Stations, 480196 Rkm of OFC Cable, 63730 Rkm of Microwave Network connecting 602 Districts, 7330 cities/towns and 5.5Lakhs villages. It is India's largest telecommunication company with 24%market share as on March 31, 2008. Its headquarters are at BharatSanchar Bhawan, Harish Chandra Mathur Lane, Jan path,

New Delhi. Ithas the status of MiniRatna, a status assigned to reputed public sector companies in India. BSNL is India's oldest and largest Communication Service Provider (CSP). Currently has a customer base of 73 million as of June 2008. It has footprints throughout India except for the metropolitancities of Mumbai and New Delhi which are managed by MTNL. To look for details and to collect data for my project I worked in B.S.N.L Office to gather full information about the system and working of whole region and found out the facts about various processes adopted by reliance to pay its advisors and the time period taken for this study are 2 months.

BSNL is in the process of commissioning of a world class, multi-gigabit, multi-protocol, convergent IP infrastructure through National Internet Backbone-II (NIB-II), that will provide convergent services through the same backbone and broadband access network. The Broadband service will be available on DSL technology (on the same copper cable that is used for connecting telephone), on a countrywide basis spanning 198 cities.

In terms of infrastructure for broadband services NIB-II would put India at par with more advanced nations. The services that would be supported includes always-on broadband access to the Internet for residential and business customers, Content based services, Video multicasting, Video-on-demand and Interactive gaming, Audio and Video conferencing, IP Telephony, Distance learning, Messaging: plain and feature rich, Multi-site MPLS VPNs with Quality of Service (QoS) guarantees. The subscribe will be able to access the above services through Subscriber Service Selection System (SSSS) portal.

Presently there is an intense competition in Indian Telecom sector and various Telcos are rolling out attractive schemes and are providing good customer services. But situation as on 2012 BSNL will be third largest operator(Service) and No 1 access operator among country. As Trai Report 2011-12 BSNL became most trustworthy brand due to its loyalty towards customers and its rule.

BSNL has started 3G services in 290 cities and acquired more than 6 Lakh customers. It has planned to roll out 3G services in 760 cities across the country in 2010-11. according to users and big sources BSNL's 3G data speed is much higher than other operator and also it is competitively cheap.

Broadband Services : The shift in demand from voice to data has revolutionized the very nature of the network. BSNL is poised to cash on this opportunity and has planned for extensive expansion of the Broadband services. The Broadband customer base of 3.56 Million customer in March'2009 is planned to be increased to 16.00 million by March 2014. On 13 June 2012, BSNL employees participated called off an earlier planned nationwide strike against discriminatory policies of BSNL management upon promise by Management to resolve the Demands of the protesting unions

KEY OBJECTIVES

- To provide high speed Internet connectivity (upto 8 Mbps)
- To provide Virtual Private Network (VPN) service to the broadband customers
- To provide dial VPN service to MPLS VPN customers.
- To provide multicast video services, video-on-demand, etc. through the Broadband Remote Access Server (BRAS).
- To provide a means to bill for the aforesaid services by either time-based or volume-based billing. It shall provide the customer with the option to select the services through web server
- To provide both pre-paid and post paid broadband services

TECHNICAL CAPABILITY OF THE BACKBONE

The Broadband Service will be given through the state of the art Multi Protocol Label Switching (MPLS) based IP Infrastructure, which is designed to provide reliable routes to cover all possible destinations within and outside the country. Layer 1 of the network will consist of a high speed Backbone comprising of 24 powerful Core Routers connected with high speed 2.5 Gbps(STM-16) links. The routers are located on the national DWDM network interfacing at STM-16 optical level to provide for high transmission speeds.

SERVICES AVAILABLE THROUGH BROADBAND

- **High speed Internet Access**: This is the always-on Internet access service with speed ranging from 256 kbps to 8 Mbps.
- **Multicasting**: This is to provide video multicast services for application in distance education, telemedicine etc
- **Dial VPN Service**: This service allows remote users to access their private network securely over the NIB-II infrastructure.
- **Video and Audio Conferencing**:
- **Content based Services**: Like Video on Demand, Interactive Gaming, Live and time shifted TV

VISSION:

- Be the leading telecom service provider in India with global presence.
- Create a customer focused organization with excellence in customer care, sales and marketing.
- Leverage technology to provide affordable and innovative telecom. Services/products across customer segments.

MISSION:

Be the leading telecom service provider in India with global presence.

- Generating value for all stakeholders - employees, shareholders, vendors & business associates
- Maximizing return on existing assets with sustained focus on profitability
- Becoming the most trusted, preferred and admired telecom brand
- To explore International markets for Global presence

Creating a customer focused organization with excellence in customer care, sales& marketing .

- Developing a marketing and sales culture that is responsive to customer needs mer care, sales& marketing
- Excellence in customer service-"friendly, reliable, time bound, convenient and courteous service"

Leveraging technology to provide affordable and innovative products/ services across customer segments

- Offering differentiated products/services tailored to different service segments
- Providing reliable telecom services that are value for money

Providing a conducive work environment with strong focus on performance

- Attracting talent and keeping them motivated
- Enhancing employees skills and utilizing them effectively
- Encouraging and rewarding individual and team/group performance

Establishing efficient business processes enabled by IT

- Changing policies and processes to enable transparent, quick and efficient decision making
- Building effective IT systems and tools

COMPANYS BUSINESS

1. GLIMPSES OF MAIN SERVICES OFFERED

A. BASIC AND LIMITED MOBILE TELEPHONE SERVICES

BSNL is the leading service provider in the country in the Basic Telephone Services. As of now more than 35 million Direct Exchange Lines & more than 2.2.Million telephones in the Limited Mobile telephone Services are existing. BSNL has provides a number of attractive tariff packages& Plans which shall further strengthen its subscriber base.

B. CELLULAR MOBILE TELEPHONE SERVICES

BSNLGSM Technology based Cellular Network reached a long way, covering 20,836cities/towns with a subscriber base of over 4.67 Crores as on 31st March 2009 out of which 4.31crores cellular telephone are in pre-paid segment

2. INTERNET SERVICES

BSNL offers Dialup Internet services to the customers by Post-paid service with the brand name Net one, and pre-paid service with the brand name Sanchar net. The post-paid service is a CLI based access service, currently operational in 100 cities. Sancharnet is available on local call basis throughout India to ISDN and PSTN

subscribers. The Internet Dhaba scheme of the Company aims to further promote Internet usage in rural and semi urban areas To keep pace with the latest and varied value added services to its customers, BSNL uses IP/MPLS based core to offer world-class IP VPN services. MPLS based VPNs is a very useful service for Corporate, as it reduces the cost involved as well as the complexity in setting up VPNs for customers networking. As on31.03.2005, your Company's total Internet customer base was 17, 98,089 and total Internet Dhabi were4143. A total of 708594 dial up Internet connections have been given during 2004-2005, against a target of 7 lakhs. BSNL plans to give 1215980 more dial up connections during the year 2005-06. As on 31.1.2006, there were 2367404 internet subscribers working in BSNL net work

3. INTELLIGENT NETWORK

Intelligent Network Services is a service that incorporates several value added facilities, thoroughly designed to save time and money, and enhance productivity. At present, your company offers Free Phone (FPH),Premium Rate Service (PRM), India Telephone Card (ITC), Account Card Calling(ACC), Virtual Private Network (VPN), Universal Access Number (UAN) and Tele voting In-services. With the commissioning of five provided throughout the country. Activation of these newIn platforms had increased the sale of ITC Cards taking the figure to Rs.265 crores in2004-05alone.

4. BROADBAND SERVICES

BSNL has launched its broadband services under brand name [3]BSNL BROADBAND on 14-01-05. This offers High Speed Internet Access with speed ranging from 256 Kbps to 8 Mbps. Ever since its inception BSNL is Continuously expanding its broadband network in response to ever Growing demand of broadband service throughout India Present customer base is 3.56 million, with equipped capacity of 6.1 million. BSNL Broadband service is available in more than 3800cities &83000 villages. The services provided are High Speed Internet Connectivity (up to 8Mbps) Band width on

Demand (planned)

Virtual Private Network (VPN) service over broadband Dial VPN services to MPLS VPNcustomers IPTV services (at present available in 66 cities Games on Demand Service Video tutoring service VOIP Video Surveillance service Entertainment portal.

CUSTOMER CARE

BSNL, with its Endeavour for high customer satisfaction, has been paying great attention in this area; by means of opening of more and more Employee's Welfare Activities Commitment towards the principles of corporate social responsibilities is Inbuilt within the corporate philosophy of BSNL. A very wide range of welfare programmers, with a focus on the employee's welfare is continuously implemented by the Staff Welfare Board of the Company. Assistance during natural calamitiesBSNL always remains awake of its responsibility as a corporate citizen. When the destructive Tsunami waves struck the Indian shores, BSNL Company swung into action immediately for providing relief to those Affected in the coastal areas. Communication networks at the Coastalareas of Tamil Nadu, Kerala and the Andaman and Nicobar Islands

UNIVERSAL SERVICE OBLIGATION FUND (USOF)

Policy, Acts and Rules on USO Fund

The Universal Service Support Policy came into effect from 01.04.2002. The guidelines for universal service support policy were issued by DoT and were placed on the DoT website www.dot.gov.in on 27th March 2002. Subsequently, the Indian Telegraph (Amendment) Act, 2003 giving statutory status to the Universal Service Obligation Fund (USOF) was passed in December 2003. The Fund is to be utilized exclusively for meeting the Universal Service Obligation by providing access to telegraph services to people in the rural and remote areas at affordable and reasonable prices. The USO Fund was established with the fundamental objective of providing access to **basic** telegraph services. Subsequently, an Act has been passed on

29.12.2006 as the Indian Telegraph (Amendment) Act 2006 to amend the Indian Telegraph Act, 1885 to enable provision of all types of telegraph services.

The Rules for administration of the Fund known as Indian Telegraph (Amendment) Rules were originally notified on 26.03.2004. The Rules were subsequently amended in order to enable support for mobile services and broadband connectivity in rural and remote areas of the country as Indian Telegraph (Amendment) Rules 2006 and the same were published on 17.11.2006. The Rules have recently been amended to provide subsidy support to eligible operators for operational sustainability of Rural Wireline Household DELs installed prior to 01.04.2002, for a period of 3 years subject to a ceiling of Rs. 2000 Crore per annum for the country. The Indian Telegraph (Amendment) Rules 2008 have been published on 18.07.2008.

The resources for implementation of USO are raised through a Universal Service Levy (USL) which has presently been fixed at 5% of the Adjusted Gross Revenue (AGR) of all Telecom Service Providers except the pure value added service providers like Internet, Voice Mail, E-Mail service providers etc. In addition, the Central Govt. may also give grants and loans. The annual revenue share licence fee shall be reduced to the extent of reduction in contribution towards Universal Service Obligation Fund (USOF) levy if the licensee in service area(s) meets the prescribed qualification. The balance to the credit of the Fund will not lapse at the end of the financial year. Credits to the Fund shall be through Parliamentary approvals.

The implementation of USO related activities is carried out by the eligible operators as per the aforesaid Indian Telegraph (Amendment) Rules covering Basic Service Operators, Cellular Mobile Service Providers, Unified Access Services Licensees and Infrastructure Providers (IP-I). These Telecom Service providers are both public and private sector companies.

Chapter – III

Research Methodology

CHAPTER – III
RESEARCH METHODOLOGY

MEANING

Research Methodology is a way to systematically solving the research problems. It is a science of study how the research is done. The Research has explained the methods and steps adopted for achieving the purpose of the study and to arrive at meaningful conclusion.

TYPES OF RESEARCH

The type of research is descriptive research. Descriptive research includes survey and fact-finding enquires of different kinds. The major purpose of descriptive research is description of the state of affairs, as it exists at present.

POPULATION

The population is a subset of universe. The population is finite ,it consist of fixed numbers of elements so that it is possible to enumerate it in its totality.

SAMPLING TECHNIQUE

A Convenience sampling technique has been adopted for this study. It is non-probability type of sampling. It is also known as Opportunity or Accidental or Haphazard sampling. Convenience sampling generally assumes a homogeneous population. A convenience sample is a sample where the patients are selected, in part or in whole, at the convenience of the researcher. The researcher makes no attempt, or only a limited attempt, to insure that this sample is an accurate representation of some larger group or population. The classic example of a convenience sample is standing at a shopping mall and selecting shoppers as they walk by to fill out a survey.

SAMPLE SIZE

Population size : Infinity

Sample size: 110

DATA COLLECTION METHOD

The data collected for this study through two methods .They are

- Primary data
- Secondary data

Primary Data

- ❖ The primary data are those which are collected a fresh and for the first time and thus happen to be original in character.
- ❖ Data are collected with the help of well-structured questionnaire.
- ❖ The questionnaire covers the entire study on customer awareness towards advertisement and sales promotion.
- ❖ Questions are asked in these areas and data are collected from the customer for analyzing their awareness towards promotional activities that are seen in BSNL, Perundurai.

Secondary data

- ❖ The secondary data are those which have already collected by someone else and which have already been passed through the statistical process.
- ❖ The secondary data is collected from the organization marketing files and brochure. Organization structure, company profile are all collected from the company brochure.

TOOLS USED

Methods used for the Analysis and Interpretation of data are

1. Simple Percentage
2. Chi-square Test

Percentage Analysis

Percentage refers to a kind of ratio. Percentage is used to compare the relative terms, the distribution of two or more series of data. Percentage are used describe the relationship. Since percentage everything to a common base and there by meaningful comparison can be made.

$$\text{Percentage of Respondents} = \frac{\text{No. of Respondents}}{\text{Total Respondents}} \times 100$$

CHI-SQUARE ANALYSIS

The chi-square test is an important test among the several testy of significance developed by statistics. The chi-square technique was first used by Kari Pearson in the year 1900. It is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance. As a non- parametric test, it can be used to determine if categorical data also be used to make comparisons between theoretical populations and actual data when categories are used.

According to Robert Parked, following three reasons account for faster use of non-parametric test

- These tests are very easy to compute and easy to understand
- They are applicable to any shape of population distribution
- Even where the parametric tests can not be performed, non-parametric tests can not be performed; nonparametric tests can be easily performed.

Steps involved in Appling chi-square Test:

- Calculate the expected frequencies
- Take the difference between observed and expected frequencies and obtain the squares of these respondents $(O-E)^2$.
- Then divide the values of $(O-E)^2$ by the expected frequency and obtain the total

Formula:

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

Degrees of Freedom:

While comparing the calculated value of x^2 with the table value we have to determine the degrees of freedom. By degrees of freedom we mean the number of classes to which the values can be assigned or at will without violating the restrictions placed.

V = (C-1) (R-1)

V = Degree of freedom

C = Number of columns

R = Number of rows

The collected data are statistically analyzed with chi-square test. The chi-square test is a statistical measure used in the context of sampling analysis to determine if categorical data shows dependency or the two classifications are independent. The chi-square is applied to find out the relationship between the attributes.

Chapter – IV

Data Analysis and Interpretation

CHAPTER -IV
DATA ANALYSIS AND INTERPRETATION

Analysis refers to the methodical classification of data gives in the financial statements. The term 'Interpretation' means explaining the meaning and significance of the data so arranged. It is the study of relationship between various factors.

Analysis and Interpretation are closely related. Interpretation is not possible without analysis and without interpretation analysis has no value. Hence the term analysis is widely used to refer both analysis and interpretation.

Customer Preference is an important element of trading function which decides the profitability of any concern. In this chapter an attempt is made to analyze the main factors influencing the purchase decision of the selected sample respondents in the study area. For the purpose of the analysis, variables are classified into two important viz., dependent variables and independent variable. The independent variables used in the study are age, sex, educational status, occupation, and income of the respondent.

The study uses both primary as well as secondary data; primary data was collected through field survey method. For collecting the data questionnaire was used as a main tool. The data thus collected were tabulated systematically in an orderly form. Simple statistical too like percentage, and chi-square test were employed. In addition technique was who used to for analytical purpose.

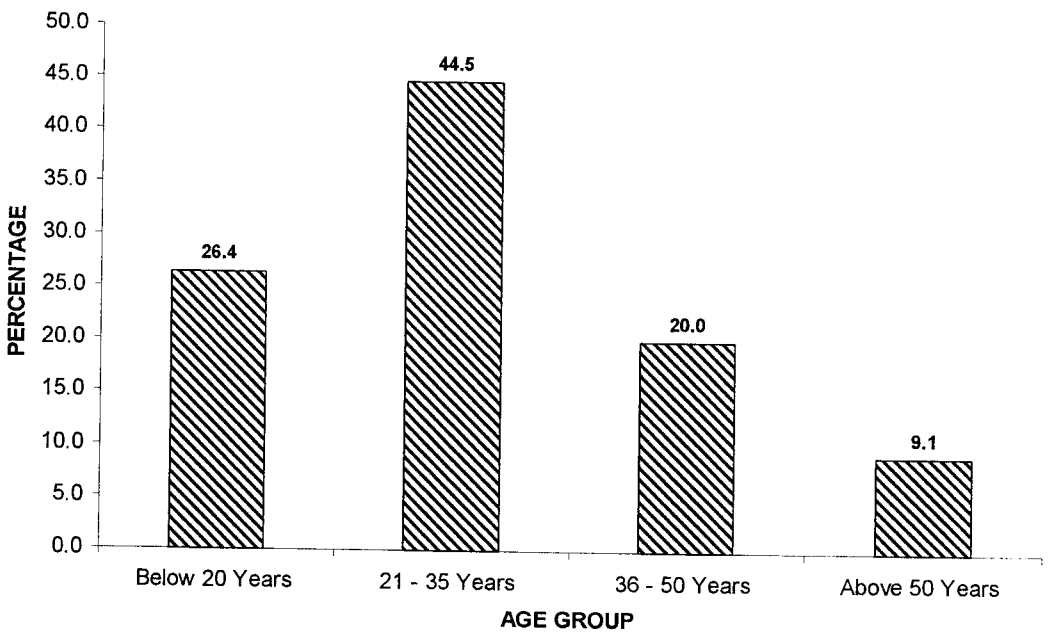
TABLE NO. 1

AGE GROUP OF THE RESPONDENTS

S. No	Age Level	No. of Respondents	Percentage of Respondent
1	Below 20 Years	29	26.4
2	21 - 35 Years	49	44.5
3	36 - 50 Years	22	20.0
4	Above 50 Years	10	9.1
	Total	**110**	**100.0**

CHART NO. 1

AGE GROUP OF THE RESPONDENTS



Interpretation:

From the above table, it is clear that 26.4% of the respondents are belongs the age group of below 20 years, 44.5% of the respondents are belongs the age group between 21 to 35 years, 20% of the respondents are belongs the age group between 36 – 50 years and 9.1% of the respondents are belongs the age group of above 50 years.

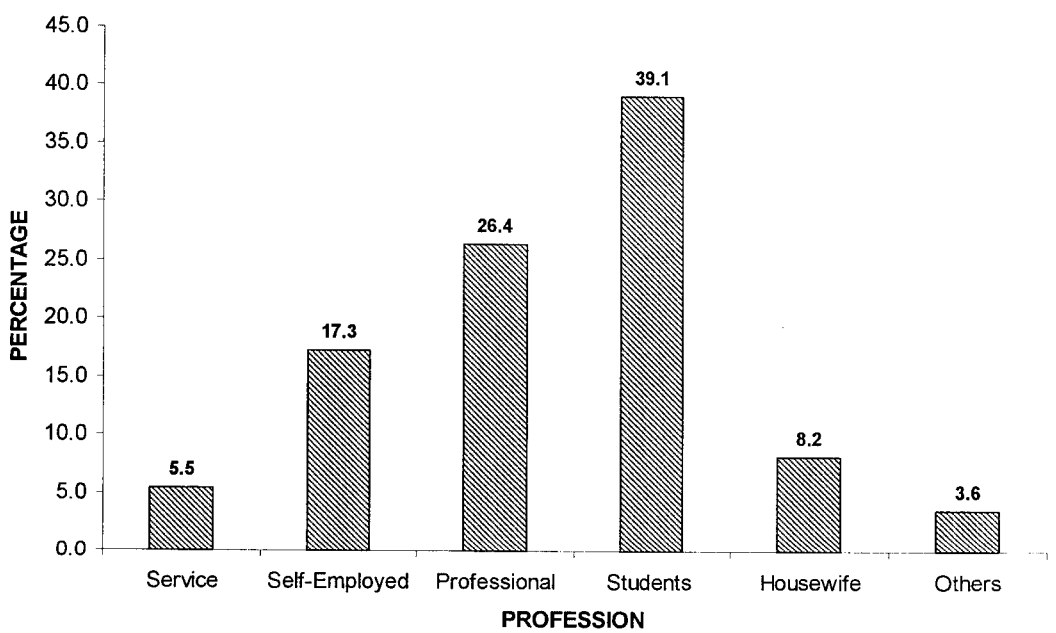
TABLE NO. 2

PROFESSION OF THE RESPONDENTS

S. No	Profession	No. of respondents	Percentage of respondent
1	Service	6	5.5
2	Self-Employed	19	17.3
3	Professional	29	26.4
4	Students	43	39.1
5	Housewife	9	8.2
6	Others	4	3.6
	Total	**110**	**100.0**

CHART NO. 2

PROFESSION OF THE RESPONDENTS



Interpretation:

From the above table, it is concluded that 5.5% of the respondents are service people, 17.3% of the respondents are self-employed, 26.4% of the respondents are professional, 39.1% of the respondents are students, 8.2% of the respondents are house wives and 3.6% of the respondents are others.

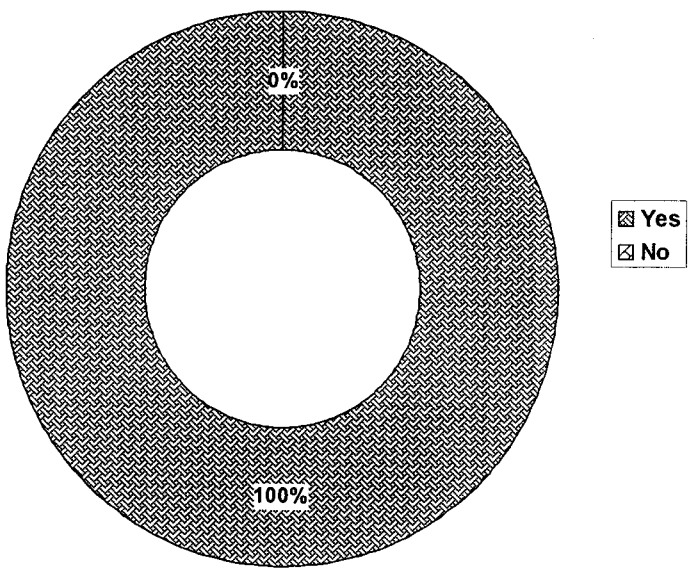
TABLE NO. 3

USING OF BROAD BAND SERVICE

S. No	Using Broad Band	No. Of Respondents	Percentage of Respondent
1	Yes	110	100.0
2	No	0	0.0
	Total	**220**	**100.0**

CHART NO. 3

USING OF BROAD BAND SERVICE



Interpretation:

From the above table, it is declared that 100% of the respondents are using broad band service at present.

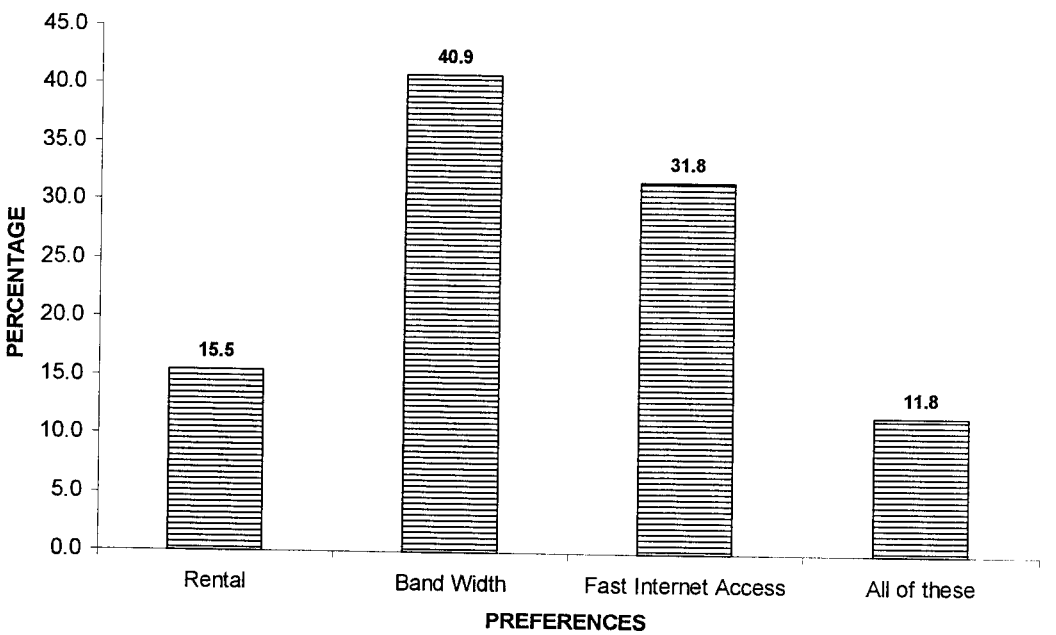
TABLE NO. 4

PREFERENCE OF BSNL

S. No	Preference	No. Of Respondents	Percentage of Respondent
1	Rental	17	15.5
2	Band Width	45	40.9
3	Fast Internet Access	35	31.8
4	All of these	13	11.8
	Total	**110**	**100.0**

CHART NO. 4

PREFERENCE OF BSNL



Interpretation:

From the above table, it is found that 15.5% of the respondents are used BSNL for Rental, 40.9% of the respondents are used for band width, 31.8% of the respondents are used for Fast Internet Access and 11.8% of the respondents are used for all of these category.

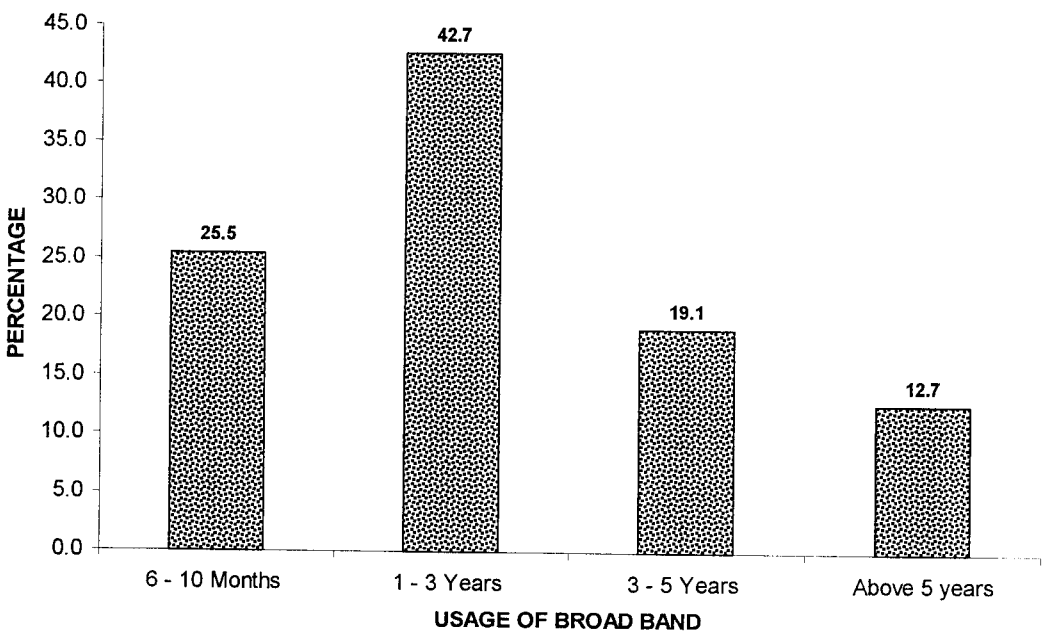
TABLE NO. 5

USAGE OF BROAD BAND

S. No	Usage of Broad Band	No. Of Respondents	Percentage of Respondent
1	6 - 10 Months	28	25.5
2	1 - 3 Years	47	42.7
3	3 - 5 Years	21	19.1
4	Above 5 years	14	12.7
	Total	**110**	**100.0**

CHART NO. 5

USAGE OF BROAD BAND



Interpretation:

From the above table, it is inferred that 25.5% of the respondents are using the broad band within 6 to 10 months, 42.7% of the respondents are using within 1 – 3 years, 19.1% of the respondents are using 3 – 5 years and 12.7% of the respondents are using within above 5 years.

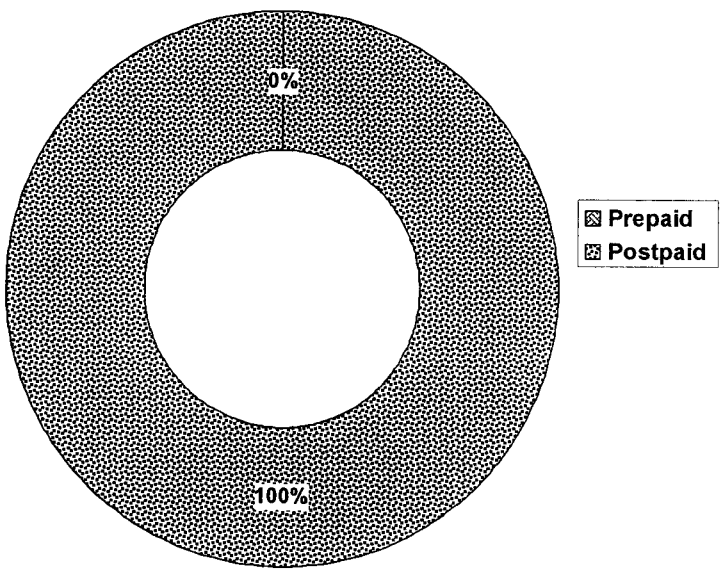
TABLE NO. 6

TYPE OF CONNECTION

S. No	Type of Connection	No. Of Respondents	Percentage of Respondent
1	Prepaid	0	0.0
2	Postpaid	110	100.0
	Total	**110**	**100.0**

CHART NO. 6

TYPE OF CONNECTION



Interpretation:

From the above table, it is revealed that majority (100%) of the respondents are have Post Paid Connection.

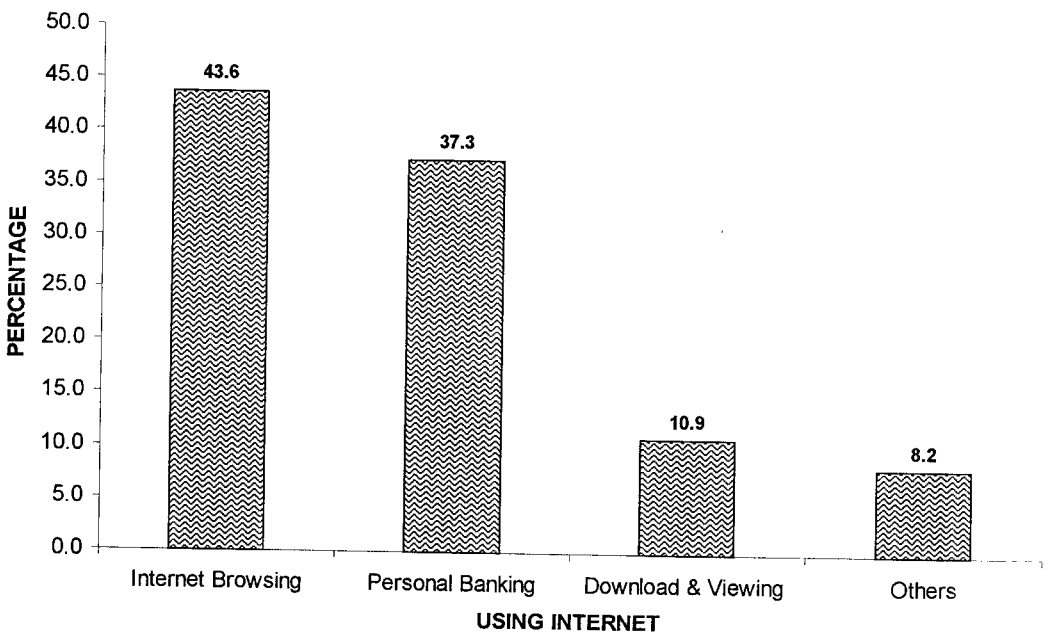
TABLE NO. 7

USE INTERNET AT LOCATION

S. No	Use internet at location	NO. of respondents	Percentage of respondent
1	Internet Browsing	48	43.6
2	Personal Banking	41	37.3
3	Download & Viewing	12	10.9
4	Others	9	8.2
	Total	**110**	**100.0**

CHART NO. 7

USE INTERNET AT LOCATION



Interpretation:

From the above table, it shows that 43.6% of the respondents are use internet for internet browsing at their location, 37.3% of the respondents are use for personal banking, 10.9% of the respondents are used for downloading and viewing movies and 8.2% of the respondents are used for other purpose.

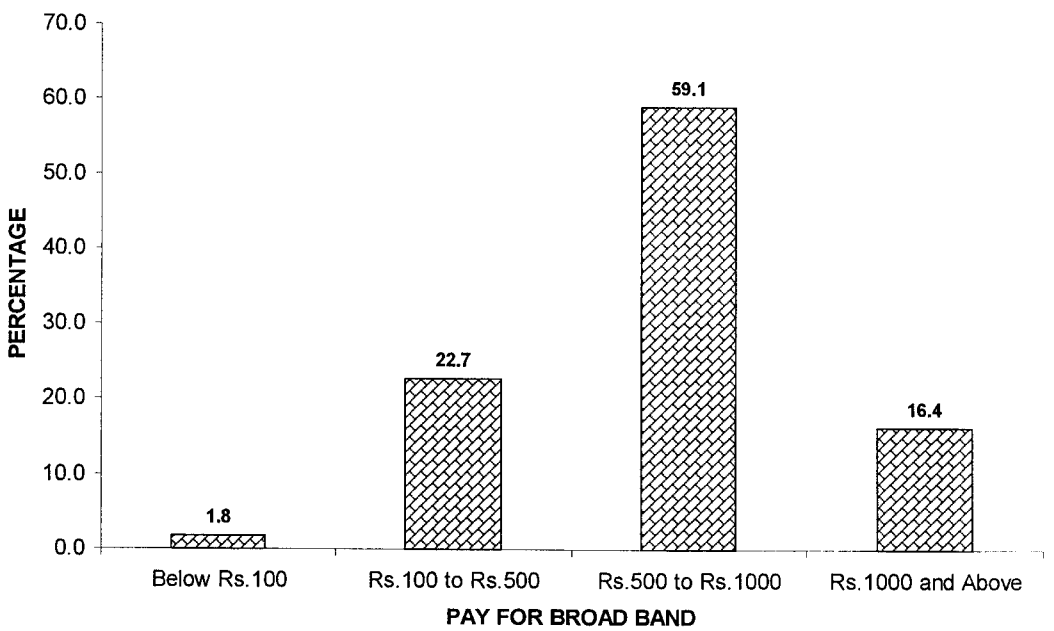
TABLE NO. 8

PAY FOR BROAD BAND

S. No	Pay for Broad Band	No. Of respondents	Percentage of respondent
1	Below Rs.100	2	1.8
2	Rs.100 to Rs.500	25	22.7
3	Rs.500 to Rs.1000	65	59.1
4	Rs.1000 and Above	18	16.4
	Total	**110**	**100.0**

CHART NO. 8

PAY FOR BROAD BAND



Interpretation:

From the above table, it is clear that 1.8% of the respondents are pay below Rs.100 for broad band, 22.7% of the respondents are pay Rs.100 to Rs.500, 59.1% of the respondents are pay Rs.500 to Rs.1000 and 16.4% of the respondents are pay Rs.1000 and above for Internet Broad Band.

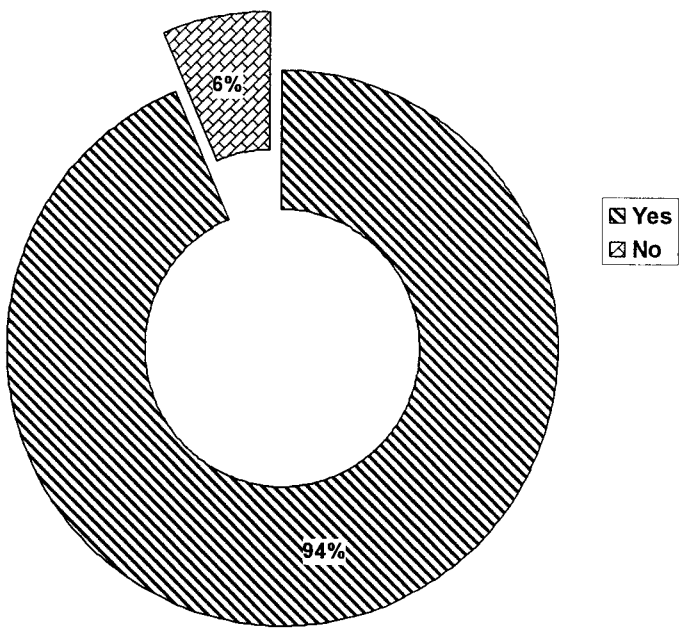
TABLE NO. 9

REGULARLY RECEIVING PROMOTIONAL OFFERS FROM BSNL

S. No	Regularly receiving Promotional	No. Of Respondents	Percentage of Respondent
1	Yes	103	93.6
2	No	7	6.4
	Total	**110**	**100.0**

CHART NO. 9

REGULARLY RECEIVING PROMOTIONAL OFFERS FROM BSNL



Interpretation:

From the above table, it is concluded that 93.6% of the respondents are regularly receive promotional offers from BSNL and 6.4% of the respondents are not regularly receive promotional offers from BSNL.

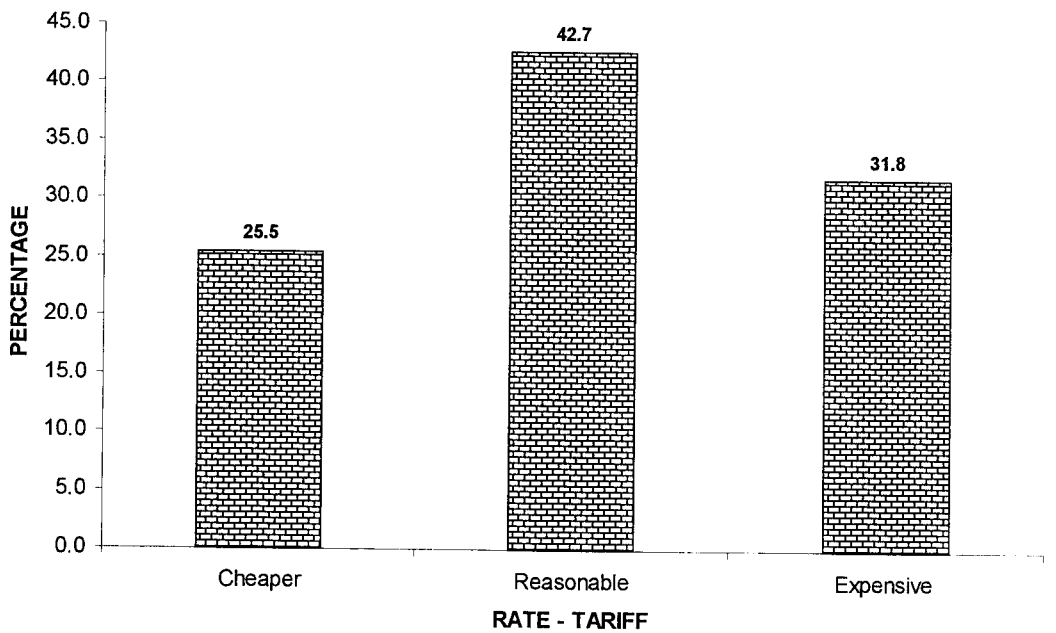
TABLE NO. 10

RATES/TARIFF IN COMPARISON WITH OTHER SERVICE PROVIDERS

S. No	Rates/tariff in comparison	NO. of Respondents	Percentage of Respondent
1	Cheaper	28	25.5
2	Reasonable	47	42.7
3	Expensive	35	31.8
	Total	**110**	**200.0**

CHART NO. 10

RATES/TARIFF IN COMPARISON WITH OTHER SERVICE PROVIDERS



Interpretation:

From the above table, it is declared that 25.5% of the respondents are opined that BSNL the rate / tariff is cheaper in comparison with other service providers for the same facility, 42.7% of the respondents are opined reasonable and 31.8% of the respondents are opined expensive.

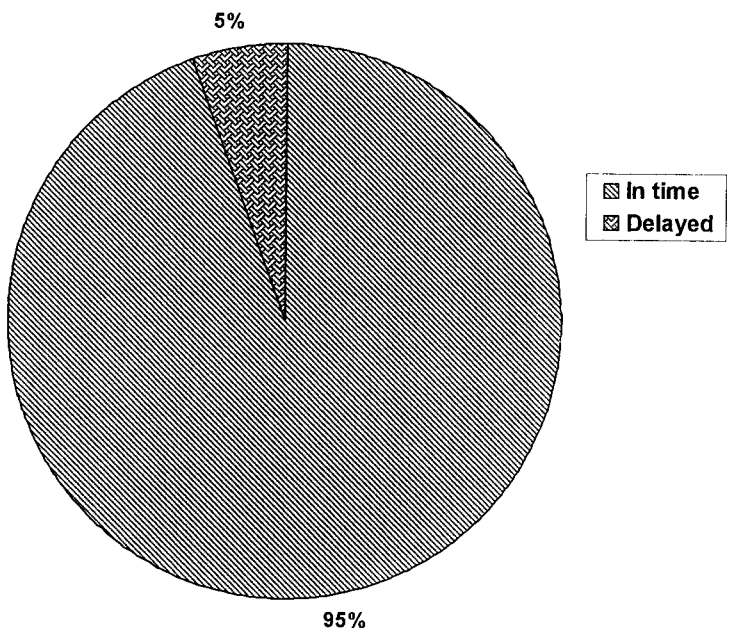
TABLE NO. 11

RECEIPT OF POST PAID BILLS

S. No	Receipt of post paid bills	No. Of Respondents	Percentage of Respondent
1	In time	104	94.5
2	Delayed	6	5.5
	Total	**110**	**100.0**

CHART NO. 11

RECEIPT OF POST PAID BILLS



Interpretation:

From the above table, it is found that 94.5% of the respondents are received the post paid bills in time and 5.5% of the respondents are received the post paid bill in delayed.

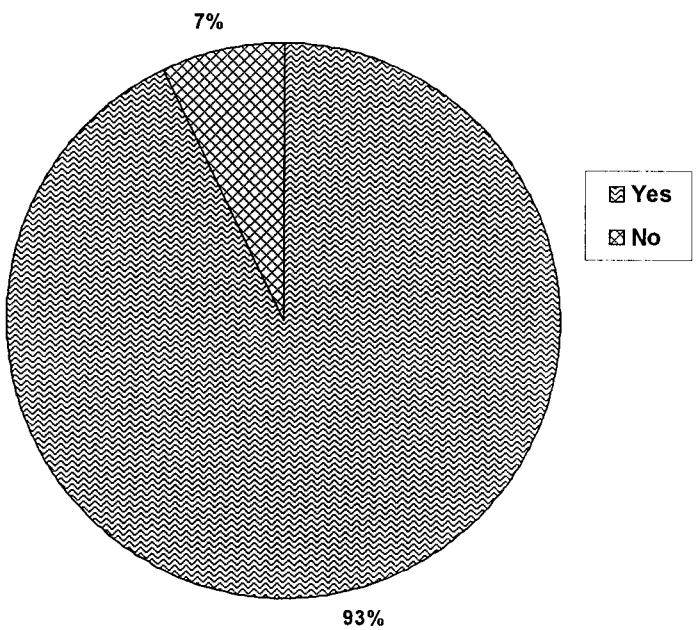
TABLE NO. 12

RECEIVE REMAINDERS REGULARLY TO PAY BILL

S. No	receive remainders regularly to pay bill	No. Of Respondents	Percentage of Respondent
1	Yes	102	92.7
2	No	8	7.3
	Total	**110**	**100.0**

CHART NO. 12

RECEIVE REMAINDERS REGULARLY TO PAY BILL



Interpretation:

From the above table, it is inferred that 92.7% of the respondents are received remainders regularly to pay bill / top-up and 7.3% of the respondents are not received remainders regularly to pay bill / top-up.

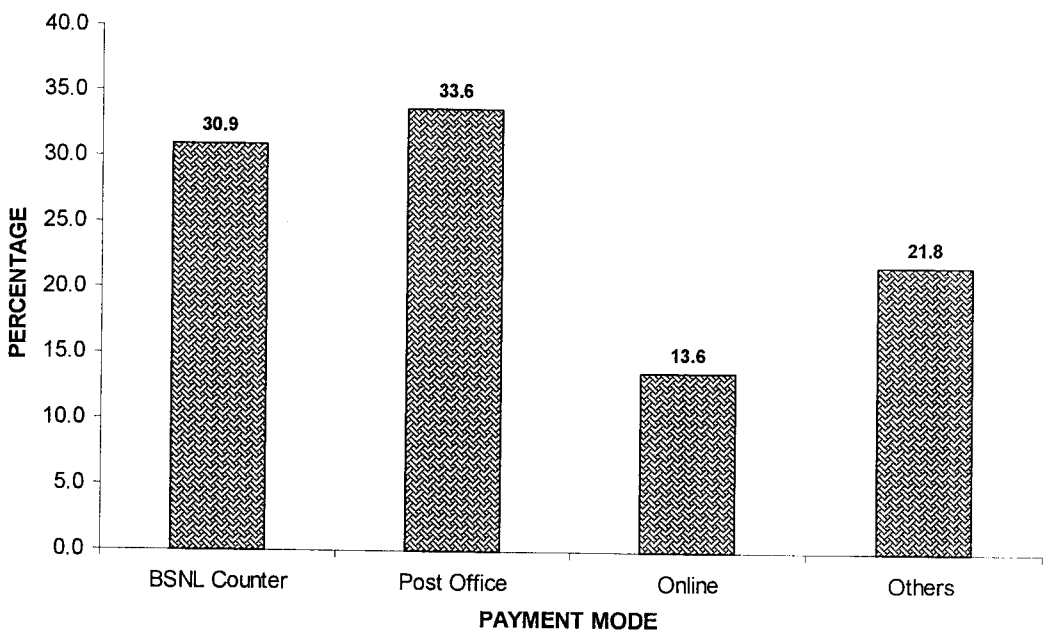
TABLE NO. 13

PAYMENT MODE

S. No	Payment Mode	NO. of Respondents	Percentage of Respondent
1	BSNL Counter	34	30.9
2	Post Office	37	33.6
3	Online	15	13.6
4	Others	24	21.8
	Total	**110**	**100.0**

CHART NO. 13

PAYMENT MODE



Interpretation:

From the above table, it is revealed that 30.9% of the respondents are pay the bill in BSNL Counter, 33.6% of the respondents are paid in post office, 13.6% of the respondents are paid in online and 21.8% of the respondents are paid in other payment mode.

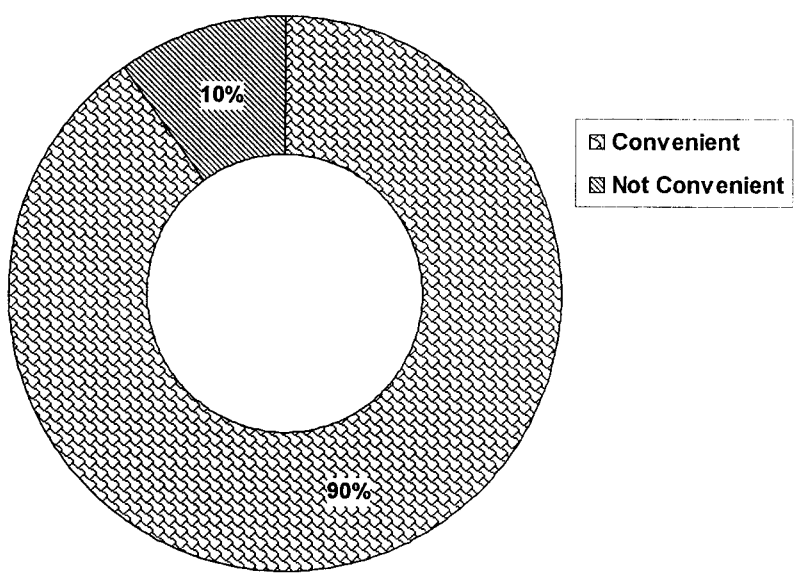
TABLE NO. 14

PAYMENT CONVENIENCE

S. No	Payment Convenience	No. Of Respondents	Percentage of Respondent
1	Convenient	99	90.0
2	Not Convenient	11	10.0
	Total	**110**	**100.0**

CHART NO. 14

PAYMENT CONVENIENCE



Interpretation:

From the above table, it shows that 90% of the respondents are convenient in payment and 10% of the respondents are not convenient in payment.

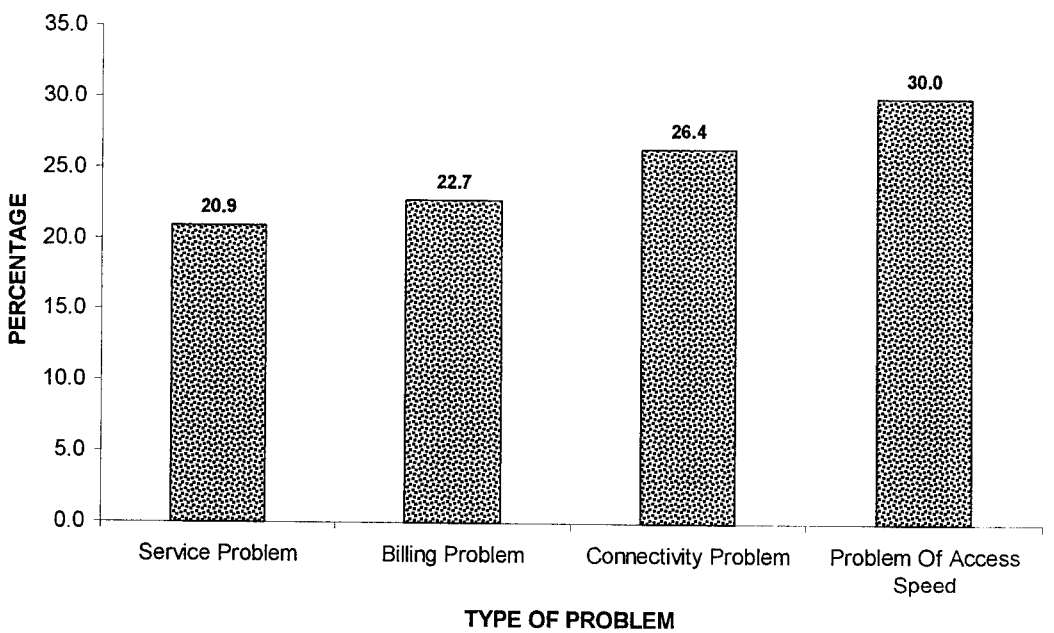
TABLE NO. 15

PROBLEMS IN CONNECTIONS

S. No	Type of Problem	No. of respondents	Percentage of respondents
1	Service Problem	23	20.9
2	Billing Problem	25	22.7
3	Connectivity Problem	29	26.4
4	Problem Of Access Speed	33	30.0
	Total	**110**	**100.0**

CHART NO. 15

PROBLEMS IN CONNECTIONS



Interpretation:

From the above table, it is clear that 20.9% of the respondents are facing service problem in their connections, 22.7% of the respondents are facing billing problems, 26.4% of the respondents are facing connectivity problems and 30% of the respondents are facing problem of access speed.

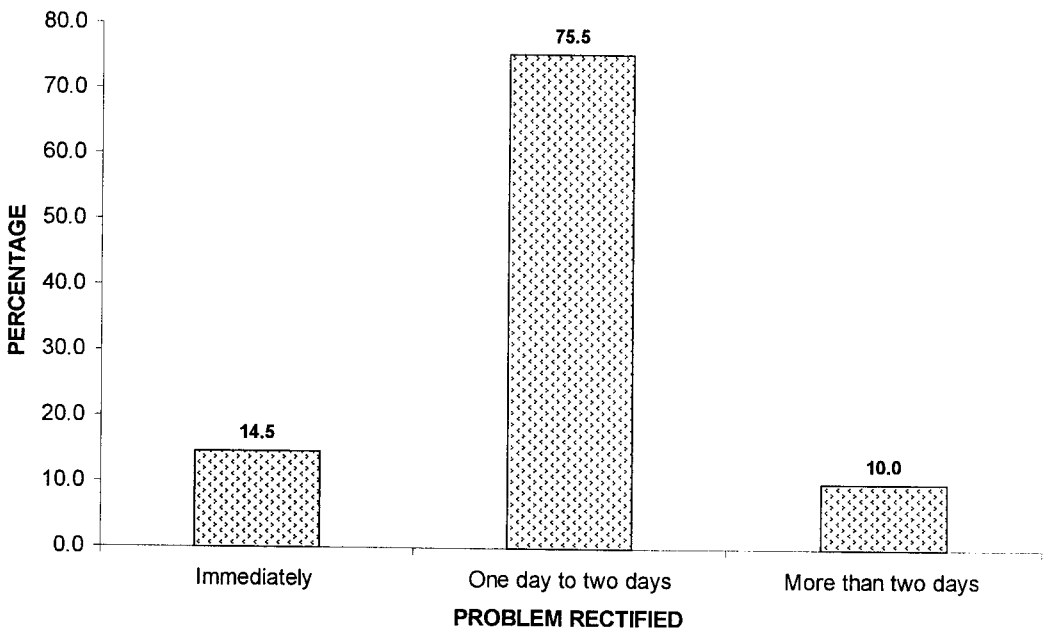
TABLE NO. 16

PROBLEMS TO RECTIFY

S. No	Problem to Take Rectify	No. of respondents	Percentage of respondents
1	Immediately	16	14.5
2	One day to two days	83	75.5
3	More than two days	11	10.0
	Total	**110**	**100.0**

CHART NO. 16

PROBLEMS TO RECTIFY



Interpretation:

From the above table, it is clear that 14.5% of the respondents problems are rectify immediately, 75.5% of the respondents problems are rectify one day to two days and 10% of the respondents problems are rectify more than two days.

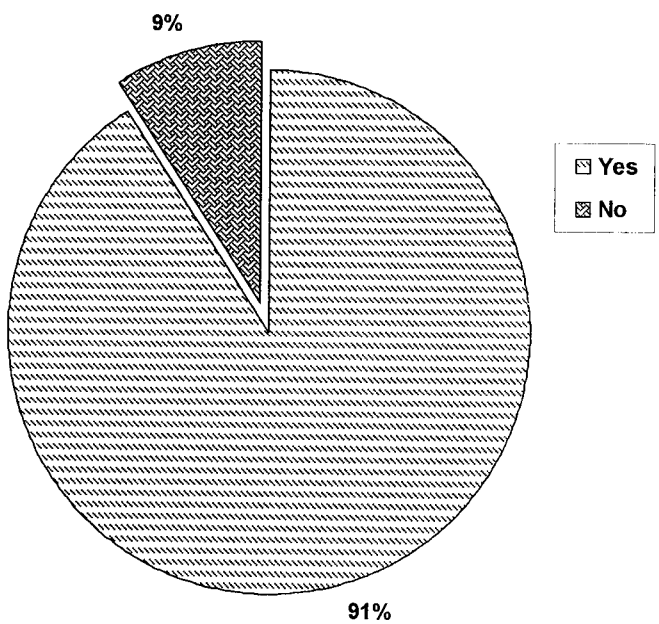
TABLE NO. 17

BSNL CUSTOMER SERVICE CENTER PROVIDE THE INFORMATION

S. No	Provide Information	NO. of respondents	Percentage of respondent
1	Yes	100	90.9
2	No	10	9.1
	Total	**110**	**100.0**

CHART NO. 17

BSNL CUSTOMER SERVICE CENTER PROVIDE THE INFORMATION



Interpretation:

From the above table, it is concluded that 90.9% of the respondents have get information from BSNL customer service centre and 9.1% of the respondents have not get information from BSNL customer service centre.

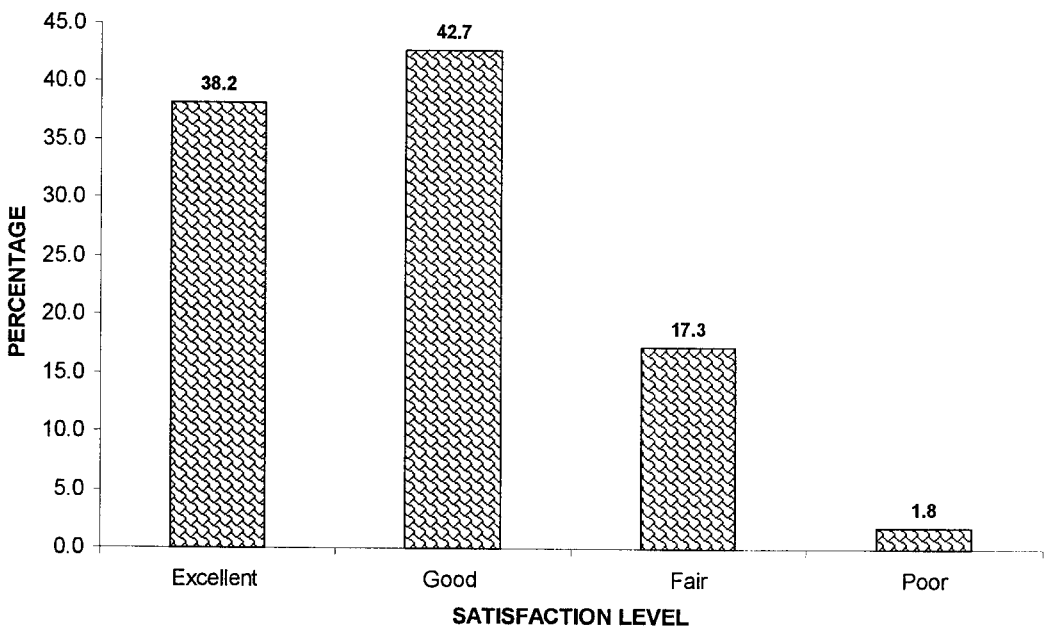
TABLE NO. 18

SATISFIED WITH THE CLARITY OF INFORMATION

S. No	Satisfied with Information	NO. Of respondents	Percentage of respondent
1	Excellent	42	38.2
2	Good	47	42.7
3	Fair	19	17.3
4	Poor	2	1.8
	Total	**110**	**100.0**

CHART NO. 18

SATISFIED WITH THE CLARITY OF INFORMATION



Interpretation:

From the above table, it is declared that 38.2% of the respondents are stated that the clarity of the information is excellent, 42.7% of the respondents are stated good, 17.3% of the respondents are stated fair and 1.8% of the respondents are stated that the clarity of the information is poor.

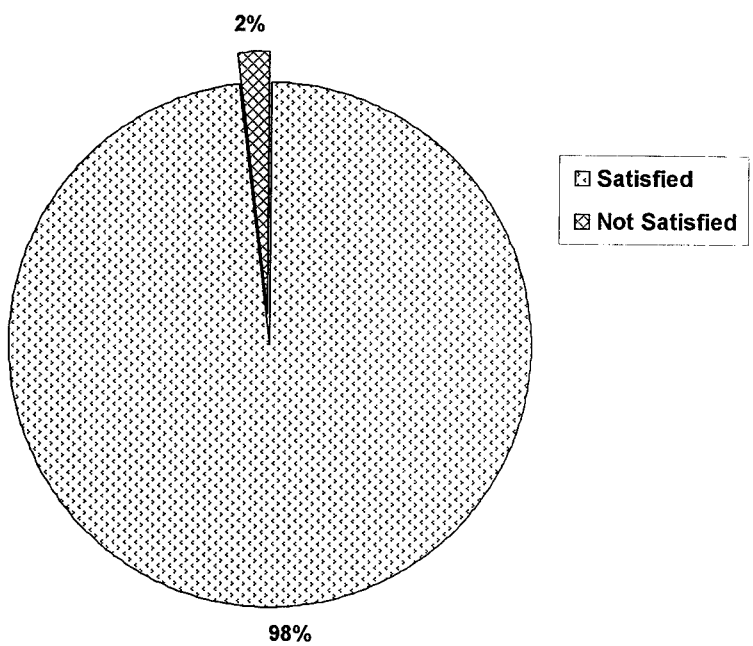
TABLE NO. 19

SATISFIED WITH THE USOF

S. No	Satisfied with USOF	No. of respondents	Percentage of respondent
1	Satisfied	108	98.2
2	Not Satisfied	2	1.8
	Total	**110**	**100.0**

CHART NO. 19

SATISFIED WITH THE USOF



Interpretation:

From the above table, it is declared that 98.2% of the respondents are satisfied with USOF service provided by BSNL and 1.8% of the respondents are not satisfied with USOF service.

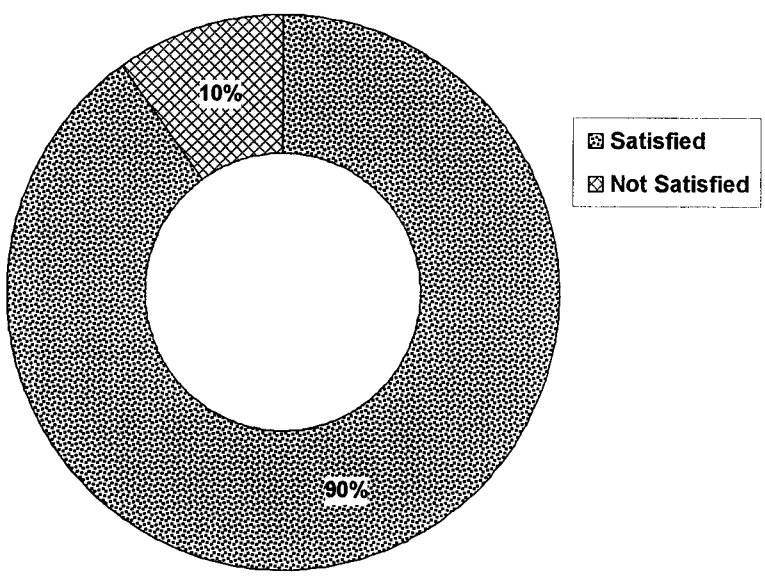
TABLE NO. 20

OVERALL SATISFACTION ON NETWORK

S. No	Overall Satisfaction	NO. of respondents	Percentage of respondent
1	Satisfied	99	90.0
2	Not Satisfied	11	10.0
	Total	**110**	**100.0**

CHART NO. 20

OVERALL SATISFACTION ON NETWORK



Interpretation:

From the above table, it is inferred that 90% of the respondents are satisfied with overall satisfaction on network and 10% of the respondents are not satisfied with overall satisfaction on network.

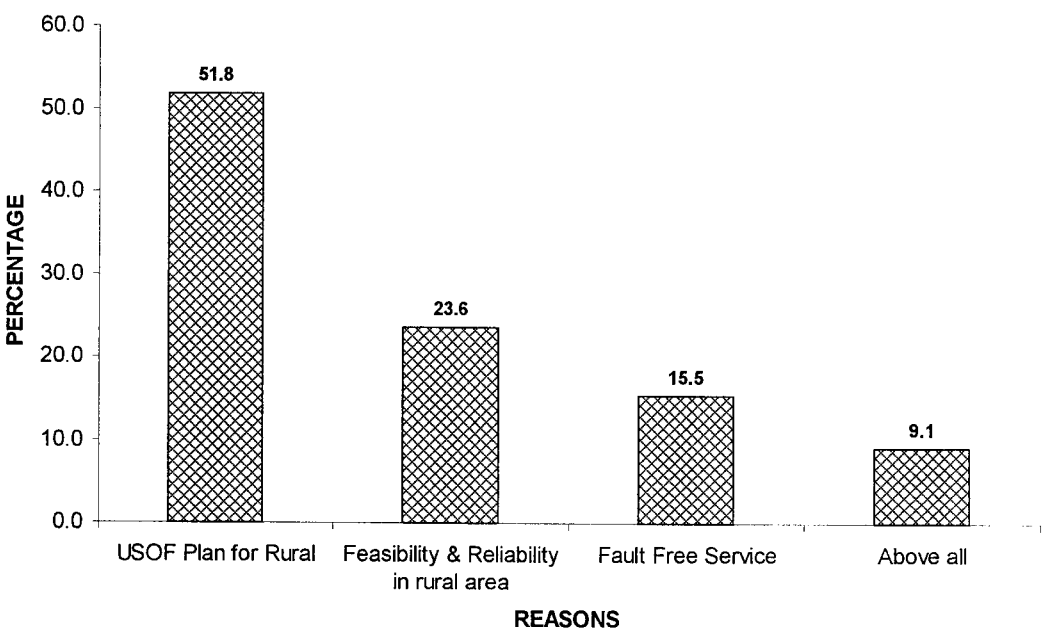
TABLE NO. 21

REASONS TO ACCESS THE BROADBAND SERVICE THROUGH BSNL

S. No	Reasons	NO. Of respondents	Percentage of respondent
1	USOF Plan for Rural	57	51.8
2	Feasibility & Reliability in rural area	26	23.6
3	Fault Free Service	17	15.5
4	Above all	10	9.1
	Total	**110**	**100.0**

CHART NO. 21

REASONS TO ACCESS THE BROADBAND SERVICE THROUGH BSNL



Interpretation:

From the above table, it is revealed that 51.8% of the respondents are access the broad band service through BSNL for the purpose of USOF plan for Rural, 23.6% of the respondents are access for feasibility and reliability in rural area, 15.5% of the respondents are access for fault free service and 9.1% of the respondents are use for all the above purpose of broad band service through BSNL.

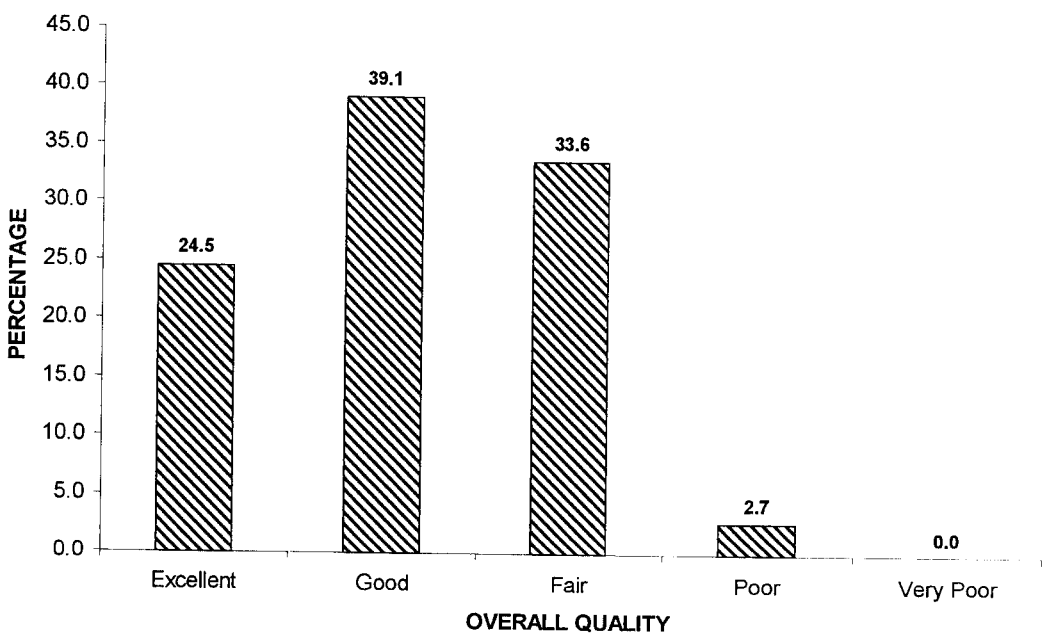
TABLE NO. 22

OVERALL QUALITY OF RELATIONSHIP WITH BSNL

S. No	Overall Quality	NO. Of respondents	Percentage of respondent
1	Excellent	27	24.5
2	Good	43	39.1
3	Fair	37	33.6
4	Poor	3	2.7
5	Very Poor	0	0.0
	Total	**110**	**100.0**

CHART NO. 22

OVERALL QUALITY OF RELATIONSHIP WITH BSNL



Interpretation:

From the above table, it shows that 24.5% of the respondents are considered that overall quality of relationship with BSNL is excellent, 39.1% of the respondents are considered good, 33.6% of the respondents are considered fair and 2.7% of the respondents are considered poor.

TABLE 23

CHI-SQUARE ANALYSIS BETWEEN AGE GROUP AND SATISFIED WITH THE CLARITY OF INFORMATION

S. No	Age Group	Usage				Total
		Excellent	Good	Fair	Poor	
1	Below 20 Years	7	13	9	0	**29**
2	21 - 35 Years	29	13	6	1	**49**
3	36 - 50 Years	4	18	0	0	**22**
4	Above 50 Years	2	3	4	1	**10**
	Total	**42**	**47**	**19**	**2**	**110**

H_0: "There is No Significant relationship between Age Group and Satisfied with the Clarity of Information.

H_1: "There is Significant relationship between Age Group and Satisfied with the Clarity of Information.

Factors	Calculated χ^2 value	Table Value	Degree of Freedom	Remark
Age Group	36.924	16.919	9	Significant

The above table reveals that the Calculated Chi-square value (36.924) is greater than the Table value (16.919). Hence the Null Hypothesis is rejected at 5% level of significance. So there is close significant relationship between Age Group and Satisfied with the Clarity of Information.

TABLE 24

CHI-SQUARE ANALYSIS BETWEEN PROFESSION OF THE RESPONDENTS AND PROBLEM FACING IN CONNECTIONS

S. No	Profession	Problems				Total
		Service	Billing	Connectivity	Access Speed	
1	Service	3	1	2	0	**6**
2	Self-Employed	8	7	1	3	**19**
3	Professional	3	6	9	11	**29**
4	Students	7	8	13	15	**43**
5	Housewife	2	2	1	4	**9**
6	Others	0	1	3	0	**4**
	Total	**23**	**25**	**29**	**33**	**110**

H_0: "There is No Significant relationship between Profession of the respondents and Problem Facing in Connections.

H_1: "There is Significant relationship between Profession of the respondents and Problem Facing in Connections.

Factors	Calculated χ^2 value	Table Value	Degree of Freedom	Remark
Profession	25.531	24.996	15	Significant

The above table reveals that the Calculated Chi-square value (25.531) is greater than the Table value (24.996). Hence the Null Hypothesis is rejected at 5% level of significance. So there is close significant relationship between Profession of the respondents and Problem Facing in Connections.

TABLE 25

CHI-SQUARE ANALYSIS BETWEEN AGE GROUP AND REASONS TO ACCESS BROADBAND SERVICE

S. No	Age Group	Reasons				Total
		USOF Plan	Feasibility & Reasonability	Fault Free Service	Above All	
1	Below 20 Years	12	8	9	0	**29**
2	21 - 35 Years	35	9	4	1	**49**
3	36 - 50 Years	8	6	1	7	**22**
4	Above 50 Years	2	3	3	2	**10**
	Total	**57**	**26**	**17**	**10**	**110**

H_0: "There is No Significant relationship between Age Group and Reasons to Access Broadband Service.

H_1: "There is Significant relationship between Age Group and Reasons to Access Broadband Service.

Factors	Calculated χ^2 value	Table Value	Degree of Freedom	Remark
Age Group	36.924	16.919	9	Significant

The above table reveals that the Calculated Chi-square value (36.924) is greater than the Table value (16.919). Hence the Null Hypothesis is rejected at 5% level of significance. So there is close significant relationship between Age Group and Reasons to Access Broadband Service.

TABLE 27

CHI-SQUARE ANALYSIS BETWEEN PROFESSION OF THE RESPONDENTS AND OVERALL QUALITY OF RELATIONSHIP WITH BSNL

S. No	Profession	Overall Quality				Total
		Excellent	Good	Fair	Poor	
1	Service	3	1	2	0	**6**
2	Self-Employed	7	6	5	1	**19**
3	Professional	6	12	11	0	**29**
4	Students	9	21	13	0	**43**
5	Housewife	2	2	3	2	**9**
6	Others	0	1	3	0	**4**
	Total	**27**	**43**	**37**	**3**	**110**

H_0: "There is No Significant relationship between Profession of the respondents and overall quality of relationship with BSNL.

H_1: "There is Significant relationship between Profession of the respondents and overall quality of relationship with BSNL.

Factors	Calculated χ^2 value	Table Value	Degree of Freedom	Remark
Profession	25.020	24.996	15	Significant

The above table reveals that the Calculated Chi-square value (25.020) is greater than the Table value (24.996). Hence the Null Hypothesis is rejected at 5% level of significance. So there is close significant relationship between Profession of the respondents and overall quality of relationship with BSNL.

Chapter – V

Summary of Findings, Suggestions and Conclusion

CHAPTER – V

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- Majority (44.5%) of the respondents are belongs the age group between 21 to 35 years.
- From the analysis, 39.1% of the respondents are students.
- It is observed that 100% of the respondents are using broad band service at present.
- Out of 110 respondents, 40.9% of the respondents preferred to used BSNL for band width.
- 42.7% of the respondents are using the broad band within 1 – 3 years.
- It is revealed that majority (100%) of the respondents are have Post Paid Connection.
- Majority (43.6%) of the respondents are use internet for internet browsing at their location.
- Majority (59.1%) of the respondents are pay Rs.500 to Rs.1000.
- Majority (93.6%) of the respondents are regularly receive promotional offers from BSNL.
- 42.7% of the respondents are opined that BSNL the rate / tariff is reasonable in comparison with other service providers for the same facility.
- From the analysis, 94.5% of the respondents are received the post paid bills in time.
- It is observed that 92.7% of the respondents are received remainders regularly to pay bill / top-up.
- 33.6% of the respondents are paid the bill in post office.
- Majority (90%) of the respondents are convenient in payment.
- 30% of the respondents are facing problem of access speed.
- Out of 110 respondents, 75.5% of the respondents problems are rectify one day to two days.

TABLE 26

CHI-SQUARE ANALYSIS BETWEEN AGE GROUP AND OVERALL QUALITY OF RELATIONSHIP WITH BSNL

S. No	Age Group	Overall Quality				Total
		Excellent	Good	Fair	Poor	
1	Below 20 Years	6	12	11	0	**29**
2	21 - 35 Years	12	19	17	1	**49**
3	36 - 50 Years	7	9	6	0	**22**
4	Above 50 Years	2	3	3	2	**10**
	Total	**27**	**43**	**37**	**3**	**110**

H_0: "There is No significant relationship between Age Group and overall quality of relationship with BSNL.

H_1: "There is significant relationship between Age Group and overall quality of relationship with BSNL.

Factors	Calculated χ^2 value	Table Value	Degree of Freedom	Remark
Age Group	13.899	16.919	9	Not Significant

The above table reveals that the Calculated Chi-square value (13.899) is less than the Table value (16.919). Hence the Null Hypothesis is accepted at 5% level of significance. So there is no significant relationship between Age Group and Satisfied with the Clarity of Information.

- Majority (90.9%) of the respondents have get information from BSNL customer service centre.
- 42.7% of the respondents are stated good, 17.3% of the respondents are stated fair.
- From the analysis, 98.2% of the respondents are satisfied with USOF service provided by BSNL.
- Majority (90%) of the respondents are satisfied with overall satisfaction on network
- 51.8% of the respondents are access the broad band service through BSNL for the purpose of USOF plan for Rural.
- 39.1% of the respondents are considered that overall quality of relationship with BSNL is good.

CHI-SQUARE TEST

- There is close significant relationship between Age Group and Satisfied with the Clarity of Information.
- There is close significant relationship between Profession of the respondents and Problem Facing in Connections.
- There is close significant relationship between Age Group and Reasons to Access Broadband Service.
- There is no significant relationship between Age Group and Satisfied with the Clarity of Information.
- There is close significant relationship between Profession of the respondents and overall quality of relationship with BSNL.

CONCLUSSION

The descriptive study is conducted with 110 respondents. It is found that users of the BSNL BB services belong to the age group of 21 to 35 years with more of student community using it for the past 3 years. The bandwith of the service is the top reason for availing the BSNL BB service. They receive the promotional offers and the tariffs are comparatively better for the customers. Majority of the users do not use online bill pay facility and they are satisfied with USOF service provided by BSNL. In conclusion, the respondents are satisfied with the overall Broadband services provided by the BSNL in Perundurai rural area.

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Appendix

APPENDIX

Dear Sir/Madam,

I am doing a project work titled "A Study on the Awareness and Usage of BSNL Broadband Technology in Perundurai Short Distance Coverage Area" as a part of my MBA programme done under Distance Education mode of Anna University Chennai. I request you to provide data for the questions below. Your responses will be used only for my academic requirements. Thanks in advance for your time spent on this.

Mob: 9442233838
Email: ias.ramesh@gmail.com

C. RAMESH
Roll No:1008MBA1622

QUESTIONNAIRE

1. Name

2. Age ☐Below 20 years ☐ 21 – 35 years ☐ 36 – 50 years ☐ Above 50 years

3. Profession

   ☐ Service ☐ Self-employed ☐ Professional ☐ Student ☐ Housewife ☐ Others

4. Land line number

5. Are you using BROAD BAND SERVICE at present?

   ☐Yes ☐ No

6. Why do you prefer BSNL?

   ☐ Rental ☐ Band width ☐ Fast internet access ☐ All of these

7. For how long you are using the BSNL Broad band connection?

   ☐ 6-10 months ☐ 1-3 years ☐ 3-5 years ☐ Above 5 years

8. Which type of connection are you using?

   ☐ Prepaid ☐ Postpaid

9. How do you or your family use the internet at this location?

   ☐ Internet browsing ☐ Personal banking

   ☐ Downloading and viewing movies ☐ Others

10. How much do you pay for a broadband connection per month?

☐ Below Rs.100/- ☐ Rs.100/- to Rs.500/-

☐ Rs.500/- to Rs.1000/- ☐ Rs.1000/- and above

11. Are you regularly receiving promotional offers from BSNL?

☐ Yes ☐ No

12. Rates/tariff in comparison with other service providers for the same facility

☐ Cheaper ☐ Reasonable ☐ Expensive

13. Receipt of post paid bills

☐ In time ☐ delayed

14. Do you receive remainders regularly to pay bill/top-up?

☐ Yes ☐ No

15. Payment mode

☐ BSNL cash counter ☐ Post office

☐ Online ☐ Others

16. Payment convenience

☐ Convenient ☐ Not convenient

17. Which type of problem you are facing in your connection?

☐ Service Problems ☐ Billing Problem

☐ Connectivity Problem ☐ Problem of Access Speed

18. In case of any problem how long does it take to rectify it?

☐ Immediately ☐ One day-two days

☐ More than two days

19. Does bsnl customer service center representatives (No.1957) provide the information your require?

☐ Yes ☐ No

20. How satisfied are you with the clarity of information they provide?

☐ Excellent ☐ Good ☐ Fair ☐ Poor

21. Are you satisfied with the USOF (Universal Service Obligation Funds) service provided by BSNL?

☐ Satisfied ☐ Un satisfied

22. Overall satisfaction on network?

☐ Satisfied ☐ Un satisfied

23. What are the reasons to access the broadband service through BSNL?

☐ USOF Plan for Rural ☐ Feasibility & Reliability in rural area

☐ Fault Free Service ☐ Above all

24. How would rate the overall quality of your relationship with BSNL Considering all of your experiences with then?

☐ Excellent ☐ Good ☐ Fair ☐ Poor ☐ Very poor