CHAPTER-IV
CHAPTER IV
SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

➢ It is concluded from the study that maximum (56.0%) of BSNL users are using the simcard for the period one to two years.
➢ It is revealed from the study that maximum (51.0%) of BSNL users are not having services from other mobile communication service provider.
➢ It is stated from the study that maximum (38.8%) of BSNL users are having Aircel.
➢ It is noted from the study that maximum (100%) of BSNL users are having Prepaid.
➢ It is obvious from the study that maximum (69.0%) of BSNL users are selecting the network for the reason of its wide coverage.
➢ It is noted from the study that maximum (58.0%) of BSNL users are purchasing BSNL Sim card in BSNL office.
➢ It is observed from the study that maximum (71.0%) of BSNL users are not remember the brand name of the BSNL lifetime incoming prepaid scheme.
➢ It is identified from the study that maximum (82.8) of BSNL users are remember the prepaid scheme of ‘Cell One’.
➢ It is stated from the study that maximum (37.0%) of BSNL users are aware about the BSNL mobile communication through friends and relatives.
➢ It is inferred from the study that maximum (38.0%) of BSNL users are influenced to purchase BSNL Excel Anant by their own idea.
• It is concluded from the study that maximum (67.0%) of BSNL users are not having more connection.
• It is revealed from the study that maximum (78.8%) of BSNL users are having prepaid.
• It is observed from the study that maximum (57.0%) of BSNL users' family members are having other mobile connection.
• It is stated from the study that maximum (43.0%) of BSNL users respondents are purchase re-charge coupon for authorized dealer shop.
• It is noted from the study that maximum (34.0%) of BSNL users respondents are purchase re-charge coupon for the amount of Rs.100 to 300.
• It is revealed from the study that maximum (47.0%) of BSNL users respondents are re-charge period for monthly once.
• It is obvious from the study that maximum (26.0%) of BSNL users are opinion that 'Life time prepaid, outgoing costlier'.
• It is observed from the study that maximum (74.0%) of BSNL users are using Nokia handset.
• It is stated from the study that maximum (60.0%) of BSNL users are purchase from authorized dealer.
• It is concluded from the study that maximum (86.0) of BSNL users are not interested to switch over from BSNL Excel Anant.
• It is inferred from the study that maximum of the respondents are satisfied with the service 'wide coverage' provided by BSNL mobile communication.
• It is identified from the study that maximum of the respondents are satisfied with the factor 'Getting connection between BSNL mobile to BSNL mobile is easier'.
• It is found from the study that most (38.0%) of BSNL users belong to less than 25 years of age group.
• It is revealed from the study that majority (75.0%) of BSNL users are male.
• It is understood from the study that maximum (32.0%) of BSNL users are Students.
• It is inferred from the study that maximum (41.0%) of BSNL users are getting income in the group of Rs.15000 and above.
• It is identified from the study that maximum (47.0%) of BSNL users are having college level education.
• There is a close significant relationship between age and level of satisfaction.
• There is a close significant relationship between sex and level of satisfaction.
• There is a close significant relationship between occupation of the respondents and their level of satisfaction.
• There is a close significant relationship between period of using the mobile and level of satisfaction.
SUGGESTIONS
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1. It is found from our study that almost all respondents were not able to recollect the name of BSNL prepaid cellular service. Even those said the name, they said as "Cell one" in stead of "Excel". Hence it is suggested that the necessary measures are to be taken for branding in order to use the resources in a even more better way.

2. The major for switching from other service provider to BSNL war coverage. Most of the switchers were from the competing brand AIRCEL. Now AIRCEL is often coming with the list on newly added areas under their coverage. Hence coverage is not going to be the major differentiating factor. It is suggested that apart from coverage other suitable criteria should be considered for positioning (repositioned) in order to out beat competition from others.

3. It is suggested to the company that necessary steps are to be taken to change the attitude of the consumers towards the lifetime prepaid as most of them feel that disclosing the information on their lifetime prepaid will affect their image.

4. As most of the respondents are not able to differentiate top-up and recharge coupon. It is suggested that necessary steps to be taken by the company to create more awareness about top-up cards to avoid customer dissatisfaction in the long run.

5. It is recommended that the outgoing tariff can be reduced to attract more customers and the initial charges can be hiked bit as it is felt as low by the customers.
CONCLUSION
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The people go for postal service, courier service and telephone service to communicate with others. Now-a-days cellular phones also plays vital role in communication. It facilitates easy communication for the user during the mobility. Their tele-wizard had shrunk the word and brought the world in to our hands. There are many players who play the active role in connecting people like BSNL, Tata Indicom, Reliance. Now BSNL focus on cellular service and internet service also. BSNL mainly focuses on business people and student in Salem it covers large number of customers. From the study, we found the reasons for satisfaction of customers towards BSNL mobile services according to their needs. More competitions exist and will also exceed in future and depend on or upon to what extent these companies satisfy the customers.