Chapter VI

Findings, Suggestions & Conclusion
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This chapter completely presents the findings of the research after analysing the primary data. The application of both univariate and multivariate statistical tools brought following:

6.1 FINDINGS IN BROADBAND & WIRELESS TELECOM SERVICES BASED ON SUBSCRIBERS’ BEHAVIOUR

62.2% respondents were males & 37.8% were female respondents. It was noticed that sample units were dominated by male consumers. In the age group of above 25 years, 43% were the major contributors & 6.4% were older age respondents. The sample units concentrated mostly on teenagers; who were paid to acquire the services of broadband and wireless telecom. The majority, 43.6% respondents came under the income group of less than rupees 1 lakhs. The average income levels of respondents were 11.2%; those were pursuing the broadband & wireless internet services. The major respondents were bachelor degree with 54.1% and master degree respondents were 17.26%, who purchased broadband & wireless telecom service.

The highest number of respondents was located in south of Chennai with 32.42%. The least respondent was located in the north at the percentage of 7.5. The researcher had mostly concentrated on South zone & the Central zone of Chennai. 80.2% of the respondents were underneath of the nuclear family and remaining
respondent were from joint family of percentage of 19.8%. It revealed that the most of the respondents exist in the structure as the nuclear family those who purchased broadband & wireless telecom service. The major frequencies of 2-4 members in the family composed of 65.5%. The least frequencies were found with 8-10 members at the percentage of 14. It stated that most of the family in Chennai was a nuclear family with 2-4 family members who subscribed telecom services.

The major respondents, 27.1% preferred to buy the service based on purchase decision by elders in the family. The least respondents with 2.5% & 1.4% were children & advertisements. An elder had their responsibility to take the decision authority in most of the family to purchase a service provided by telecom companies. The respondents of 40.3% had used the broadband services they were living in independent house & the least proportion of respondents was living in the bungalow, which accounted for 11.8%. The sample groups of people had focused mostly on the individuals that were subsisting in the independent house, which had fascinated by broadband & wireless service. The majority of the respondents, 26.4% were employed in the private sector in operational category. The respites of 34% respondents were employed as business people. It was confirmed that most of the people employed in the private sector in Chennai city subscribed for wireless and telecom services.

The respondents of 55.6% offered mobile services as major & other type of services adopted by 8.9% respondents in broadband wireless services. Among other services, the mobile services were preferred by most subscribers in broadband & internet services because of easy maintenance and comfortability. The
respondents of 135.9% had given their first preference to purchase the telecom services, when the need was aroused; it was followed by their family functions. The minority respondents, 5.2% were given response to purchase the telecom services during the exhibition. Most of the respondents, 34.5% were perceived their products & services through retail shops. The least level of 16.5% respondents had presented perceives about the product or service through the exhibition. It was concluded that most of the respondents had perceived to find out through retail shops, due to comfort ability & consistency.

The respondents, 56.2% had presented preferable mode of acquired telecom services through cash payment method. The least 9.3% respondents acquired through net banking. The most preferable mode of getting through the broadband & wireless telecom services was a cash payment method. From the t-test of information search, it had been concluded that the subscribers, strongly agreed that their family members make most influence to get appropriate broadband & wireless services. The majority of respondents had ranked network coverage as a major reason for satisfaction while considered for pre purchase behaviour. The major factor that had affected the decision making process of the customers was considered to be based on purchase decision on 3G & GPRS facility available. It was inferred that most respondents accessed mobile wireless service provided by broadband & wireless telecom services.

It was found the majority of respondents preferred to get the service from ATM & frame relay. From the analysis, it had been identified that the customer were highly preferred for common factors, which were efficient & comfortable. From the
t-test of pre-purchase behaviour, it had concluded that the majority of respondents had ranked network coverage as a major reason for satisfaction followed by call rates, better quality service and pricing plan. The variables of pre-purchase behaviour were grouped under these factors and names were network support, retention behaviour, technical viability and innovative quality.

The cluster analysis had revealed that sample units consist of 49% benefit oriented subscribers who strongly agreed to the network support. They were moderate in technical viability, retention activities & technical features. The cluster analysis of respondents revealed 27% were dynamic subscribers who strongly agreed to the retention activities & technical features. They were weak in technical viability & network support. 24% were ambitious subscribers were strongly agreed to technical viability & they were weak in other factors. By using chi-square test, it was found that there was a deep association between pre-purchase behaviour and subscribers profile towards a telecom service, except the type of family, which is not associated with the pre purchase behaviour. From the t-test, it was inferred that most respondents were accessing mobile wireless services provided by broadband & wireless telecom services. From the factor analysis, purchase accessibility of variables was grouped under the names of factor names such as convergence services, equipment package and connectivity mode.

The cluster variables had formed 55% self-motivated subscribers who were strong in convergence of services & connectivity mode and moderate in equipment package, 14% inaccessibility subscribers who were weak in convergence of services & equipment package and moderate in connectivity mode and 31%
apparel subscribers who were moderate in convergence of services, strong in equipment package and weak in connectivity mode. There was a deep association between purchase accessibility and subscribers’ profile towards a telecom service, except the type of family, which is not associated with purchase accessibility.

The increasing factors, especially for technical augments, technical offers, complimentary products, network feature, cost credibility, sales service quality possess positive B value. The increase of these facilities & offers had increased the satisfaction of convergence of services to subscribers. The increasing network technical augments, technical offers, complimentary products, network feature, cost credibility, sales service quality possess positive B value, the increase of these facilities & offers had increased the satisfaction of the equipment package of subscribers. It had implied that increase in sales service quality; network feature and complimentary products possess positive B value.

From the t-test, the major factors that had affected the purchase decision were 3G & GPRS, price and cash discount, quantity offers and innovative features. From the factor analysis, variables of purchase decision were grouped under the factor names such as sales service quality, cost credibility, network feature, complimentary products, technical offers and technical augments. The cluster variables had formed that 55% of preference subscribers were classified as strong in service quality & complementary products as preference subscribers. 14% of vibrant subscribers were strong in cost credibility & network support, moderate in service quality, cost credibility & network quality. 31% of nominal subscribers’ were strong
in technical offers & standard augments, moderate in complementary products and weak in service quality, cost credibility and network quality.

There was a deep association between purchase decision and profile of subscribers towards a telecom service, except the type of family, which is not associated with the purchase decision. The increasing network work support and retention behaviour possess positive B value, the increase of these facilities and offers also increased the satisfaction of sales service quality of subscribers. The increase of technical viability, retention behaviour and network quality possess positive B value, the increase of these factors leads to increase in the satisfaction of subscribers’ cost credibility. It also associates itself with innovative quality which had created negative influence over subscribers’ satisfaction of cost credibility. No services possess positive & negative B value. The technical augments were not directly decreasing or increasing the subscribers’ satisfaction.

The majority of respondents had preferred to obtain the service through ATM & frame relay. From the factor analysis, stability of purchase of variables was grouped under the names of factor names like self-service portal, web service standards and transmits series. The cluster variables had produced 20% conveying subscribers were moderate in web service standards and weak in sales service portal and strong in transmit series. Facade subscribers 71% were weak in web – services standards, strong in sales service portal and moderate in transmit series. Desirable subscribers’ 8% were strongly in web–services standards, moderate in sales service portal and weak in transmit series. There was a deep association between purchase
stability and profile of subscribers towards a telecom service, except the type of family and gender, which is not associated with purchase stability.

Independent variable of purchase stability implies that increasing complimentary products, cost credibility possess positive B value which increases the facility as well as it improves the satisfaction of subscribers based a dependent variable - transmit series. It was also found that no services had generated negative influence over the subscribers’ satisfaction of the self-service portal. From the t-test analysis, it had been found in the post purchase behaviour that subscribers, highly preferred the common factors like efficiency & comfortability, safety in usage, download speed, upload speed, feasible service & easy maintenance.

The variables of post purchase behaviour were grouped under these factor and analysis of these factors names were sensitivity facility, speed efficiency, grievance factors and brand identity. The cluster variables had fashioned that about 40% of competence subscribers’ were weak in sensitivity facility & grievance factors and strong in speed efficiency and moderate in brand identity, 33% of enhanced subscribers were moderate in sensitivity facility & speed efficiency, strong in grievance factors & brand identity, 27% of compassionate subscribers were strongly in sensitivity facility, moderate in grievance factors & brand identity and weak in speed efficiency.

There was a deep association between post purchase behaviour and subscribers’ profile, except for type of family, which is not associated with post
purchase behaviour. The increasing network support, innovative quality, sales service quality, complimentary products and multiple convergence services posses positive B value, enhance the facility & increases the satisfaction of sensitivity facility of subscribers. In addition, the more connectivity mode & web services create negative impact over subscribers’ satisfaction of sensitivity facilities.

The increasing mode of connectivity & web based service was directly impacting and decreasing the satisfaction of sensitivity facility. The rapidity in innovative quality, sales service quality, cost credibility, convergence services, and equipment package and connectivity mode, possess positive B value, the development of this rapidity & plan had increased the speed efficiency of subscribers. The complaint nature of subscribers had concentrated in network feature and technical augments possess positive B value. It was also established that large network feature, connectivity mode possesses negative influence over subscriber satisfaction of injustice aspect. The developing mode of the network feature and technical augments were immediately involved, it had decreased the satisfaction of grievance factors. The improvement in network support and technical offers possess positive B value, the development of these facilities as well as others had increased the satisfaction of brand identity of subscribers. The developing mode of network support and technical offers were directly influenced and decreased the satisfaction of brand identity.
6.2 SUGGESTIONS

On the basis of analysis of primary and secondary data, the following suggestions are made:

- The purchase variables like a pre-purchase behaviour, purchase decision and post purchase behaviour have a significant impact on broadband and wireless service providers, so it is a fundamental thing for broadband operators to provide better availability of a network, improved reliable services, meeting the level of satisfaction of subscribers and providing user friendly services.

- In association with pre purchase behaviour, purchase decision, purchase accessibility, stability of purchase & post purchase behaviour the services are not associated with the type of family living in the Chennai city. The association stability of purchase is not associated with gender & type of family. It is suggested that broadband companies should also concentrate more on the various types of families as well as gender to attract more subscribers.

The result also demonstrated about subscribers’ satisfaction level, which had been deferred from the specific sample population. With regard to age groups, the younger subscribers were more satisfied than older ones. To increase high satisfaction levels of the older subscribers has been convinced with the help of simplest broadband technologies. The female subscribers showed more satisfaction than the male counterpart.
Hence, broadband provider’s focuses more on the male subscribers to increase the level of high satisfaction towards the broadband services, by the technique of generating the impact of the broadband services on their functional activities. The mostly private employed subscribers had demonstrated more satisfaction than the employed in other sectors and the higher satisfaction of the private employed subscribers had been due to get relief of their work tension in their leisure time. Finally, the low-income areas had showed more satisfaction than the high-income areas. The lower satisfaction level of high-income areas was mainly due to greater familiarity with information technologies and was more demanding. However, broadband service providers need to strive to maximize subscribers’ satisfaction which in turn influences the extent of loyalty and retention of high-income groups.

- The result also demonstrated that the combination of the mobile service attributes has a strong influence on satisfaction. Thus, to increase subscribers’ satisfaction, broadband operators should focus on improving other types of service attributes by investing in equipment to enhance call quality and coverage, offer reasonable pricing and price discounts, offer reasonable validity period and enhance customer care through routine personnel training and the provision of better customer-friendly equipment.

- Lowering the tariff plans of service providers will increase more competition. In order to allow technological up-gradation, segment policies have to be technology-neutral and not subscriber specific. Broadband service operators should also introduce some promotional schemes, such as some discount, on
monthly packages have to be given & that will help them to acquire more no of new subscribers.

- Broadband operators should also improve its customer service; the time spent in handing a customer’s complaint has to be faster so that the waiting time will decrease. Pass rules on number portability (service migration) to allow free market conditions for fixed line consumers, without taxing new entrants or consumers for moving away from a monopoly service provider. Still, there are many rural areas, where broadband services are not available. Companies have provided new and different schemes to attract more number of subscribers in the rural area. Enhanced data services on fixed and wireless lines have also increased the internet speed on mobile which has been the criteria for the operators.

- Telecom and wireless service providers need to fulfill their existing subscribers by providing them some attractive offers and better services in such a way to retain them. However, it is suggested that these telecom and wireless service providers should concentrate more on new subscribers than existing ones by giving some additional offers than other service providers and also through better campaigning to broaden their network. Broadband and wireless telecom operators cannot convince unsatisfied subscribers and make them remain in their network. So broadband and wireless telecom service providers need to monitor continuously the factors which ensure that their services attain a better market rate and provide better quality of service to subscribers. Also the broadband and wireless telecom service providers should identify the major
elements of satisfaction for subscribers so that they can improve their satisfaction programs and strategies.

- Broadly, the implication of this study for broadband operators is that operators should not just rely on profit margins as a good indicator of business performance. Rather, they should develop strategies that better capture subscribers’ perceptions of their service offerings and these strategies can compliment the internal perceptions of service offering. The subscribers’ satisfaction strategy helps companies to compare their performance against customer standards, compare customer standards against internal process and identify opportunities for improvement.

6.3 CONCLUSION

This study aims to investigate the subscribers’ behaviour of the wireless & broadband telecom services in the telecoms industry in Chennai city by analysing the various factors influencing pre-purchase behaviour, purchase decision, post purchase behaviour, the relationship between sample population & behavioural variables and subscribers’ satisfaction in Chennai city. Subscribers’ satisfaction was an experience-based assessment made by subscribers such as how far their expectations were about the overall functionality of the services which was obtained from the broadband service providers that satisfied their level of expectation.

The study found that subscribers’ satisfaction was completely fulfilled with the performance of the Chennai telecoms industry. The interpretation of this result showed that the Chennai subscribers were truly satisfied with the service.
provided by the telecommunication industries with regards to performance, which was satisfied by the subscribers with experience of the mobile services or other satisfactory results.

Later it will be part of secondary and higher secondary schools in all villages and various technologies like 3G and various other Value added services (VAS) would have made the market more competitive and made it easy for the users. Implementation of number portability and 3G technologies have solved many problems of subscribers and made the usage easy and comfortable. The researchers expected that this study can be beneficial for the future research. Moreover, the perceived relationship between Broadband Service providers and subscribers can explore the interactive relationship towards the various broadband services across Chennai city. Broadband technologies enabled a range of communication and internet services. This research provides a useful starting point to understand the subscriber satisfaction level of broadband services in Chennai.

Further, these broadband and wireless telecom service providers can analyse the satisfaction levels in terms of complaint systems, suggestion systems, subscribers’ satisfaction programs and lost subscriber analysis. From the study, it is clear that the purchase of various broadband and telecom services depend completely on the subscriber’s profile. In this way the broadband service providers have to fulfill the needs of the subscribers after purchasing a service from them based on their substantial inputs. Also broadband and wireless telecom service providers should concentrate on the subscribers based on their purchasing level, needs and attributes.