A STUDY TO KNOW THE MARKET POTENTIAL OF BSNL INDIA IN SPECIAL REFERENCE TO ZIRO, (INDIA)

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Abstract

*On June 1, 2009 the Department of Telecom Operations, Government of India became a corporation and was christened **Bharat Sanchar Nigam Limited (BSNL)**. Today, BSNL is one of the largest Telecommunications Company and the largest Public Sector Undertaking of India with authorized share capital of $ 3600 million and net worth of $ 13.85 billion. It has a network of over 45 million lines covering 5000 towns with over 35 million telephone connections.*

With latest digital switching technology like OCB, EWSD, AXE-10, FETEX,NEC etc. and widespread transmission network including SDH system up to 2.5 kbps, DWDM system up to 80 kbps, web telephone, DIAS,VPN, Broadband and more than 400,000 data customers, BSNL continues to serve this great nation.

Its responsibilities include improvement of the already impeccable quality of telecom services, expansion of telecom network, introduction of new telecom services in all villages and instilling confidence among its customers. BSNL has managed to shoulder these responsibilities remarkably and deftly. Today with over 45-million-line capacity, 99.9% of its exchanges digital, nationwide Network management & surveillance system (NMSS) to control telecom traffic and over 4,00,000 route kms of OFC network, Bharat Sanchar Nigam Ltd is a name to reckon with in the world of connectivity. Along with its vast customer base, BSNL's financial and asset bases too are vast and strong. Consider the figures, as they speak volumes on BSNL's standing. The telephone infrastructure alone is worth about Rs. 1,00,000 crore (US $ 21.2 billion)

Add to which, BSNL's nationwide coverage and reach, comprehensive range of telecom services and a penchant for excellence; and you have the ingredients for restructuring India for a bright future.

Keywords: *Market potential, BSNL, Telecommunication, Digital*

RESEARCH OBJECTIVES

- To study the consumer trends in telecommunication sector.
- To study the level of customer satisfaction in BSNL.
- To study customer purchase decision behavior and factor influence the decision process.
- Comparative study of different mobile companies.
- To study competitive marketing strategies adopted by BSNL.
- To understand the needs of different consumer segments.
- To study consumer preferences.

RESEARCH METHODOLOGY

"A research design is the arrangement of condition for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure".

Under this methodological step has been adopted in the study of consumer trends, behavior, preferences and level of satisfaction in BSNL communication Ltd. The research procedures followed are described as under:

- **Research Design**

  In this project use exploratory research design and for data collection fill-up the questionnaires from the customer of mobile, survey of the market and some information collect by interview of the users of the cellular at various parts of Ziro like Abulyang, Nichelyang, Kudung Barang Siro, Hija, Hari etc.

  SAMPLING

  I used Random Sampling because from a finite population refer to that method of sample selection which gives each of possible sample of combination an equal probability of being picked up and each item in the entire population to have an equal chance of being included in the sample.

- **Sample Design**

  A sample design is a definite plan for obtaining a sample from a given population.

  Sample design may as well lay down the number of items to be included in the sample is the size of the sample.

  - ➢ **Type of Universe:** The first step in developing any sample design is to clearly define the set of objects, technically called the universe to be studied. The universe is infinite as the number of customer is unlimited.
  - ➢ **Sampling Unit:** The study to be taken on the suppliers and consumer of mobile connection.
  - ➢ **Size of the samples:** As the universe is infinite so the number of consumers will be limited. Hence sample size is of 200 consumers belong to various levels locations of Arunachal Pradesh.

  AREA OF RESEARCH

  Ziro – 1, and Ziro – 2

  SOURCES OF DATA

- **Research Data:**

  Data is the key activity of marketing research. The design of the data collecting method is backbone of research design. Data constitute the foundation of statistical analysis and interpretation. Hence the first step in statistical work is to obtain data. Data can be obtained from two important sources, namely:

  1-Primary Data

  2-Secondary Data.

- **Secondary data:**

  Secondary data are the data, which already exists somewhere. Secondary data provide starting point for research and after that the advantage of low cost and ready availability. Secondary data can be divided into two types: **1-**Internal data **& 2-**External

data.

When researcher uses the data that has already been collected by other data are called secondary data. Secondary data can be obtained from journals i.e. internal sources report, government publication and books, professional bodies etc.

Internal data are reports and memos generated within an organization to facilitate its operations. External data are those specially produce for outside consumption.

Sources from which I have taken the secondary data are as under:

1. Direct Observation.
2. BSNL Website.
3. Book for Marketing Management.
4. Surveys and Customer data & report.
5. KNOPs

"FINDINGS"

1. The data shows that the total sample size of 200 people taken randomly for the research, 162 people out of then taken mobile with them. This segment compromise of professions, businessperson, service man & students.

2. About awareness of Telecom Company in Ziro the data collected shows that 60% of the people knows about all the telephone companies dealing in Ziro market, 30% of person knows only few companies, 5% of person knows only one company, 5% are not knowing any other company.

3. The segment belongs to business and professional like to have Post paid connection. Whereas students and service persons give their preference to Prepaid connection.

4. When the preferences for mobile phone connections were asked, results drawn that 30% of persons prefer to take BSNL because they believe in BSNL's better coverage & cheaper rates after BSNL, 60% of people opt BSNL India services because of its cheaper rate and flexible schemes, then awareness of BSNL is only 60% but there is very high recommendation for its better connectivity. BSNL is rich in attractive schemes and plans for business persons and persons related to corporate world.

LIMITATIONS

While working on this project I have to face some difficulties while conducting the survey. People were not interested in giving their actual information about their family income and airtime, as they are extremely afraid about the income tax, some people have difficult to take them in confidence, and so they can give correct information.

Some of the limitation is: - 1. Not at home, 2. Refusal to co-operate.

CONCLUSION

Liberalization of the telecommunications market has entered a new phase: competition already exists (albeit in limited form) in some markets, such as the long-distance market and the market for Internet access via the STN. Other segments, such as the local loop (essentially the high-speed Internet access market), are being opened up. At this stage, it is no longer simply a question of opening up particular markets, but rather, consolidating the play of competition in those markets that have been opened as well as developing competitive new services. This explains the importance of high-speed access technologies for the future of the sector. To face up to these challenges, regulatory activity is changing. It

is constantly adapting to market trends and to economic situations, which are often difficult. Among its priorities it now counts new economic and social concerns as the information society develops: national coverage is a major issue and BSNL' intends to play its part to protect the interests of all consumers. To this backdrop, a new regulatory organisation is emerging. It must supply regulatory activity with new tools to encourage lasting competition in the telecommunications sector. It must also contribute to the development of a more consistent UP west market that is better able to face up to the challenges of the information society within the context of globalization.

After thorough analysis and interpretation of result obtained I studied overall consumer trends in BSNL Telecommunication Ltd. How people react to its services and schemes. How company attract its customer by adopting effective strategies. In the last the conclusion is drawn through this research that being the biggest and oldest network of mobile telecommunication in Uttar Pradesh West, having good quality of service, taking along a big part of people aware about BSNL it is subsisting hard. For BSNL connection most of customers are professional and business segment.

"Good service is the way to retain clients"

RECOMMENDATION

The company should go ahead with aggressive marketing. They should light competition on -

1. Awareness level,
2. Product differentiation
3. Customer retention
4. Pricing, Scheming, offering strategy.
5. Better communication services

Thus, the recommendations fir these are as follows:

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