

A STUDY ON CUSTOMER PREFERENCE TOWARDS WIFI BROADBAND COMPANIES IN COIMBATORE CITY

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ABSTRACT:

The Aim of the project is to focus on the customer preference towards wifi broadband companies. The Project will begin with reviewing the existing literature on wifi broadband companies, including their definitions, benefits, advantages, disadvantages and categories of wifi broadband companies. The project examines the level of satisfaction of wifi broadband companies. The findings of the project is the companies should focus in manufacturing cost, advertising and sales promotion activities towards the wifi broadband companies.

KEYWORD: Broadband companies, preference, Satisfaction on broadband companies, service provider, Coimbatore.

INTRODUCTION:

Internet communication in India is growing rapidly, along with the boom of wireless communication. E-government services, e- health, e-education, and many other online services such as online video, music downloads, and online gaming are driving broadband adoption in India. In the present period, all are preferring internet for different purposes. Broadband refers to high-speed internet access

and faster mode to transmit data. With the invention of broadband network, users have easier and faster access to communication. It provides consumers anywhere, at any time, with high-speed network. Comparing with other internet accesses, broadband is much better and faster.

OBJECTIVES OF THE STUDY:

1. To Study the Socio - Economic characteristics of the Respondents.
2. To Understand the profile of the Broadband Service Providers.
3. To Study the Consumer Preference towards WIFI Broad band Connectivity.
4. To find out the consumer satisfaction level on stability of Broad band services.
5. To Offer valid suggestion based on study.

SCOPE OF THE STUDY:

- The scope of this study is to ascertain the consumer preference towards the various broadband connectivity companies.
- The study covered the area of Coimbatore and provide detailed evaluation about the consumer preference towards broadband connectivity and also suggest various measures to improve their services given to its consumers.
- This study also concentrates on identify the overall satisfaction of using broadband connectivity of different companies of consumers which will help further future reference.

RESEARCH METHODOLOGY:

Research methodology is a way of systematically solve the research problem. It specifies the approach; that the researcher intends to use with respect to propose the study scientifically. The scope of the research methodology is wider than that of research methods, thus we talk of the research methodology, we use the context of our research study and explain why we are using a particular methods or technique any we are not using others so that research results are capable being evaluated either by the researcher by himself or by others. The data required of the study is collected from both primary data and secondary data.

DATA COLLECTION

• PRIMARY DATA:

The primary data has been collected by preparing structure questionnaire method has been followed to ascertain the information from the consumer.

• SECONDARY DATA:

In the present study the secondary data had been collected from different sources of literatures like magazines, newspapers, textbooks, journals and internet.

SAMPLE TECHNIQUE:

For the purpose of study, the primary data has been collected from 151 consumers from the population of the study is unknown. Hence the convenient sampling method has been adopted.

SAMPLE SIZE:

The Sample of 151 Responce is collected in Coimbatore city.

AREA OF STUDY:

The study has been undertaken only in Coimbatore city.

TOOLS FOR ANALYSIS:

1. Simple Percentage Analysis
2. Weighted average method
3. Rank Analysis.

LIMITATIONS OF THE STUDY:

1. The study was conducted in coimbatore city. Hence the results maynot be applicable to other geographical areas.
2. The size of the sample is low when compared to the total population.
3. The study was limited to extend of abilities and willingness of the respondents to answer appropriately to the questions.
4. This research project has limitations caused by resource constraints. The bias of the respondents is another limitation.

5. The sample size of only 151 Respondence was taken from large population.

REVIEW OF LITERATURE:

1. Prof. Debasish Rout, Dr. Somabhusana Janakiballav Mishra, Prof. Rachita Ota, Mr. Priyanshu Gupta (2021) conducted studies on consumer satisfaction with the internet speed of various telecom companies. It has been collected from the information by the age between 19-24. The results indicated that is most of the respondents are satisfied with the speed of the net service but the balance 21% of them are not satisfied with it. The speed of the network in airtel is best and they found gender and the internet are independent of each other but age and the internet are dependent on each other but age and the internet are dependent on each other.
2. Sauda Nerjaku and Alma Brimllari (2021) conducted a study " the network quality, price perception and customer satisfaction: the case of internet service providers in Albania". This study was regarding network quality, price perception and customer satisfaction for internet service. The findings of this study provide useful information for customers, government institutions and other managers for decision making.
3. Parasuraman et al. (2021) conducted a study on service quality to assess service received by customers by comparing their actual performance with the expectation of its performance phase. It can also make a difference to what customers expect in terms of their performance and actual performance.

TABLE SHOWING GENDER OF RESPONDENTS

S.NO	GENDER	NO. OF. RESPONDENTS	PERCENTAGE(%)
1.	Male	101	66.9
2.	Female	48	31.8
3.	Prefer not to say	2	1.3
	Total	151	100

INTERPRETATION

The table shows that 66.9% of the respondents are male and 31.8% of the respondents are female and 1.3% percentages are prefer not to say.

INFERENCE

It is concluded that majority (66.9%) of the respondents are male.

TABLE SHOWING WIFI BROADBAND PROVIDER

S.NO	WIFI BROADBAND PROVIDER	NO. OF. RESPONDENTS	PERCENTAGE(%)
1.	Jio	46	30.5
2.	Airtel	56	37.1
3.	Ready link	34	22.5
4.	Act fiber net	13	8.6
5.	Hathway	1	0.65
6.	Skyline	1	0.65
	Total	151	100

INTERPRETATION

The table shows that 30.5% of the respondents are jio and 37.1% of the respondents are airtel and 22.5% percentages of respondents are ready link and 8.6% of the respondents are actfiber net and 0.65% of the respondents are hathway and 0.65% of the respondents are skyline.

INFERENCE

It is concluded that majority (37.1%) of the respondents are airtel.

TABLE SHOWING SATISFACTION LEVEL OF FEATURES OF THE BROADBAND PROVIDERS

FEATURES	HS	S	N	DS	H DS
Broadband Name& Brand	50(5)	38(4)	26(3)	26(2)	12(1)
Connectivity	43(5)	25(4)	36(3)	34(2)	12(1)
Additional features given by service providers	40(5)	50(4)	19(3)	28(2)	15(1)

S.NO	FACTORS	HS	S	N	DS	HDS	TOTAL	WEIGHTED AVERAGE	RANK
1	Broadband Name& Brand	250	152	78	52	12	544	4.53	I
2	Connectivity	215	100	108	68	12	503	4.19	III
3	Additional features given by service providers	200	200	58	56	15	529	4.40	II

INTERPRETATION

The table shows Broadband name & Brand Ranked 1, Additional features given by service providers Ranked 2, Connectivity ranked 3.

INFERENCE

It is concluded that Broadband name & brand is Ranked 1 in the level of agreeability of the respondents.

TABLE SHOWING SATISFACTION LEVEL ON BENIFITS ON BROADBAND SERVICE PROVIDERS

FACTORS	HS	S	N	DS	HDS
Plan Package	28(5)	70(4)	46(3)	6(2)	1(1)
Offers	20(5)	63(4)	60(3)	6(2)	1(1)
Customer Support	38(5)	40(4)	68(3)	4(2)	0(1)
Availability in my Area	30(5)	44(4)	60(3)	13(2)	3(1)

S.NO	FACTORS	HS	S	N	DS	HDS	TOTAL	WEIGHTED AVERAGE	RANK
1	Plan Package	140	280	138	12	1	571	4.75	I
2	Offers	100	252	180	12	1	545	4.54	III
3	Customer Support	190	160	204	8	0	562	4.68	II

4	Availability in my Area	150	176	180	26	3	535	4.45	IV
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INTERPRETATION

The table shows your plan package ranked 1, customer support ranked 2, offers ranked 3, Availability in my area ranked 4.

INFERENCE

It is concluded that your Plan package is ranked 1 in the satisfaction level.

TABLE SHOWING RANK OF THE BROADBAND SERVICES BY THE RESPONDENTS

S.NO	FACTORS	1	2	3	4	5	TOTAL	RANK
1.	Recommended to others	50 (5) 250	21 (4) 84	53 (3) 159	22 (2) 44	4 (1) 4	541	I
2.	Cost	15 (5) 75	55 (4) 220	62 (3) 186	15 (2) 30	3 (1) 3	514	II
3.	Overall Ratings	25 (5) 125	32 (4) 128	62 (3) 186	26 (2) 52	5 (1) 5	496	III

INTERPRETATION

The table shows your stability of network ranked 1, customer support ranked 2, offers ranked 3, availability in my area ranked 4.

INFERENCE

It is concluded that Recommended to others ranked 1 in the satisfaction level.

FINDINGS

- ❖ The most 66.9%) of the respondents are male.
- ❖ The most (64.2%) of the respondents age is between 18-25.
- ❖ The most (78.1%) of the respondents marital status is unmarried.

- ❖ The most (68.2%) of the respondents nature of family is nuclear family.
- ❖ The most (52%) of the respondents are from 4-5 family members.
- ❖ The more (49.7%) of the respondents occupation is student.
- ❖ The more (36.4%) of the respondents monthly income is between both below 10000 and 10001 - 30000.
- ❖ The more (37.1%) of the respondents wifi broadband provider is airtel.
- ❖ The most (51.7%) of the respondents usage of broadband is for personal use.
- ❖ The most (56.3%) of the respondents monthly budget for the wifi broadband is between Rs 500 to 1000.
- ❖ The more (41.7%) of the respondents mode of payment is card (debit & credit).
- ❖ The most (57%) of the respondents internet plan is unlimited data with higher speed.
- ❖ The more (36.4%) of the respondents type connection provided by their broadband service provider is cable.
- ❖ The more (35.8%) of the respondents maximum internet speed offered by their company is between 10 to 50 Mbps.
- ❖ The more (33.1%) of the respondents required factors for choosing an internet service provider is reliability.
- ❖ The more (42.4%) of the respondents mode of requesting queries to the broadband company is through sending mail to the company.
- ❖ The most (64.2%) of the respondents technical issues faced by the respondents and resolved is reasonable period of time.
- ❖ The more (46.4%) of the respondents period of using the same brand of broadband is between 2-4 years.
- ❖ The more (34.4%) of the respondents preferred airtel as best broadband company.
- ❖ The most of the respondents preferred Broadband name and brand as ranked I.
- ❖ The most of the respondents preferred plan package as ranked I.
- ❖ The most of the respondents preferred recommend to others as ranked I.

- ❖ The most of the respondents preferred stability of network as ranked I.

SUGGESTIONS

- Some of the respondents felt that the broadband service providers shall increase the internet speed to improve their network.
- The respondents felt that late reply from the broadband service providers for the queries as one of the difficulties faced by them.
- The cost of the plan package is comparatively higher so the broadband service providers shall provide some offers to the customers.

CONCLUSION

This study concluded that Airtel is the best broadband service provider in the Coimbatore city. The customers of the Airtel broadband service were suggested the most to others. Most of the respondents are filled as students and they were influenced by the broadband services than the employee and the business man. The broadband service providers shall increase the speed of their network. Some of plan package cost is comparatively high so the broadband service providers shall offer some discounts to their customers. The broadband service providers shall provide some vouchers to increase their no of customers. If the broadband service providers fulfilled these queries of the customers the no of customers will be increased and the customers will be satisfied.

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