

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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**BRAND LOYALTY AND CUSTOMER SATISFACTION OF INTERNET SERVICE PROVIDERS**

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**ABSTRACT**

*Internet usages are emerging like a boon quench for providing facilities, which are beyond the common man's imagination. The internet is growing at an incredible pace with no sign of a slowdown. Internets are a pervasive new communication technology, especially among young people. The youth have a unique behavior compared to the older generation, with research showing that a lot of what they purchase represents their self-expression. Internets are a part of their personal selves and are a vital component which connects them with the world and the people around them. The present study focused on the customer satisfaction and brand loyalty on different demographic variables. A total number of 500 respondents in Coimbatore were surveyed and their responses were analyzed using SPSS 20. The study indicated that Airtel is the most popular brand among the various demographic factors.*

**KEYWORDS**

Internet, Brand loyalty, Customer satisfaction.

**INTRODUCTION**

Telecommunication is the transmission of information over significant distances to communicate. In earlier times, telecommunications involved the use of visual signals, such as beacons, smoke signals, semaphore telegraphs, signal flags, and optical heliographs, or audio messages via coded drumbeats, lung-blown horns, or sent by loud whistles. In the modern age of electricity and electronics, telecommunications include the use of electrical devices such as telegraphs, telephones, and teleprompters, the use of radio and microwave communications, as well as fiber optics and their associated electronics, plus the use of the orbiting satellites and the Internet. A revolution in wireless telecommunications began in the first decade of the 20th century with pioneering developments in wireless radiocommunications by Nikola Tesla and Guglielmo Marconi, Nobel Prize winner in Physics in 1909.

It head way back in the 1950's, when the US military were researching methods for better communication networks. This ultimately led to a project called "ARPANET" in the late 1960's by the United States Defense Advanced Research Project Agency (DARPA). The idea of this was to create new networking technologies to allow research centers and universities to link to each other.

**INTERNET**

The Internet is a global system of interconnected computer networks that use the standard Internet Protocol Suite (TCP/IP) to serve billions of users worldwide. The Internet can also be defined as a worldwide interconnection of computers and computer networks that facilitate the sharing or exchange of information among users. The Internet carries a vast range of information resources and services, such as the inter-linked hypertext documents of the World Wide Web (WWW) and the infrastructure to support electronic mail.

**BROAD BAND**

The term broadband refers to a telecommunications signal or device of greater bandwidth, in some sense, than another standard or usual signal or device. Different criteria for "broad" have been applied in different contexts and at different times. Its origin is in physics, acoustics and radio systems engineering, where it had been used with a meaning similar to wideband. However, the term became popularized through the 1990s as a vague marketing term for Internet access.

Broad band internet access is a high data rate internal access—typically contrasted with dial-up access using a 56k modem. Dial-up modems are limited to a bit rate of less than 56kbit/s (kilobits per second) and require the full use of a telephone line where as broadband technologies supply more than double this rate and generally without disrupting telephone use.

**STATEMENT OF PROBLEM**

In the present world nothing is possible without internet. Every individual here is lamed without internet. It has become a better part of everyone's life. It is a boon as avail services like online shopping, net banking, online reservations, online recruitments and E-Commerce. However bane is the steady growth in the cyber-crimes. The study was taken up to find the reach of the broadband and broadband service providers.

The internet has become inevitable part of individual life. Today the trade is done through E-Commerce where, all the purchase of goods and availing of service are done through internet.

**SIGNIFICANCE OF THE STUDY**

Broadband can overcome geographical and financial barriers to provide access to a widerange of educational, cultural and recreational opportunities and resources. Broadband can promote economic development and revitalization through electronic commerce by creating new job and attracting new industries. Through this study, the service providers maybe able to know the views of rural people towards broadband services. The service providers can improve facilities based on their requirements. The Government can recognize through this study that raising broadband penetration would translate into higher GDP per capita, in addition to promoting social well-being faster and widely available broadband is considered an important opportunities to improve education, communication and public participation incivic affairs. One key to strengthening education, entrepreneurship, and innovation in community is to harness the full power of the internet and that means faster and more widely available broadband. Therefore, the Government can formulate necessary policies to spread the broadband services in rural areas.



**OBJECTIVES OF THE STUDY**

1. To study the awareness towards the broadband service providers.
2. To study the influencing factors towards the broadband service providers.
3. To offer suggestion based on the findings.

**LIMITATIONS**

1. The study is restricted to Coimbatore city.
2. The survey to be conducted among five hundred respondents only.
3. The suggestions and recommendations to be given based on the respondents opinion and cannot be generated.

**LITERATURE REVIEW**

Bernhard, Frank J. this article discusses the two issues that exist at the heart of deploying today's broadband reality: efficiency of managing the service creation itself and the perception of customer experience tied to the service. Sanjay Castellino, vice president of product marketing at Motive Inc., speaks frankly about the challenges facing carriers in delivering on customer experience at a profitable clip. The frightening complexity of end users, coupled with the cascading expectations of voice and data services, is setting the higher for achieving success. Carriers need to embrace service modeling technology and explore new paths of deployment if the end goal is to create profit alongside a satisfying experience.

Goldie,Luan article reports on a research by price comparison Web site, Moneysupermarket.com which reveals only 21% of broadband service subscribers in Great Britain receive the speed they subscribed for. Jason Lloyd, the company's head of broadband, explains that the study aims to raise the issue for operators to improve their service. In fairness to operators, Money supermarket considers factors affecting operators' services such as distance from telephone exchanges, location and number of households sharing a provider.

OysteinForos and Bjorn Hansen consider a two-stage game between two competing ISPs. The firma offer access to the internet access is assumed to be vertically and horizontally differentiated. Our model exhibits network externalities. In the first stage the two ISPs choose the level of compatibility (i.e., quality of a directed interconnect link between the two networks). In the second stage the two ISPs compete a-la Hotelling. They find that the ISPs can reduce the stage two competitive pressures by increasing compatibility due to the network externality. The firm will thus agree upon a high compatibility at stage one. When it is costly to invest in compatibility, they find that the firms over invest, as compared to the welfare maximizing investment level.

**METHODOLOGY**

Thisresearch is a micro-level study based on primary data to be collected from a sample of broadband users with special attention to the services in rural areas. The whole of the Coimbatore is the universe for the study. A represented sample of broadband service is selected by a stratified, multistage sampling method. Secondary data for selecting the sample were also available.

**METHOD OF ANALYZING DATA**

For analyzing the data, Chi- square Test, Two-way Anova, and Factor Analysis method were used with the help of SPSS 20.

**CHI- SQUARE TEST**

**ANALYSIS**

**COMPARISON BETWEEN PERSONAL FACTORS AND SOURCE OF ADVERTISEMENT**

Hypothesis: There is no significant relationship between Personal factors and source of advertisement.

**TABLE 1**

Personal factors	Chi – Square values	P values	Significant/Not Significant
Age group	16.506	0.011	S
Gender	1.659	0.436	NS
Educational Qualification	26.206	0.001	S
Number of members in family	16.706	.000.	S
Number of earning members	7.754	0.257	NS
Annual income	11.378	0.077	NS
Occupational status	27.898	0.000	S

Note: S – Significant (p value<0.05); NS – Not Significant (p value>0.05)

From the table, Chi square test revealed that the relationship between personal factors and source of advertisement, hypothesis is accepted (not significant) in three cases and the hypothesis is rejected (significant) in four cases.

It is concluded that the Educational Qualification, Number of members in family and occupational status is significant influence in source of advertisement.

**COMPARISON BETWEEN PERSONAL FACTORS AND THE DEVICE**

Hypothesis: There is no significant relationship between personal factors and the device.

**TABLE 2**

Personal factors	Chi – Square values	P values	Significant/Not Significant
Age group	56.192	0.000	S
Gender	13.095	0.000	S
Educational Qualification	22.758	0.030	S
Number of members in family	5.790	0.447	NS
Number of earning members	14.530	0.105	NS
Annual income	18.726	0.028	S
Occupational status	27.604	0.001	S

Note: S – Significant (p value<0.05); NS – Not Significant (p value>0.05)

From the table, Chi square test revealed that the relationship between personal factors and the device, hypothesis is accepted (not significant) in two cases and the hypothesis is rejected (significant) in five cases.

It is concluded that the Age group, Gender, Educational Qualification, Annual income and occupational status is significant influence in device used to connect.

**COMPARISON BETWEEN PERSONAL FACTORS AND THE SERVICE PROVIDER**

Hypothesis: There is no significant relationship between personal factors and the service provider.

TABLE 3

Personal factors	Chi – Square values	P values	Significant/Not Significant
Age group	33.152	0.000	S
Gender	9.830	0.020	S
Educational Qualification	40.769	0.000	S
Number of members in family	26.604	0.000	S
Number of earning members	24.331	0.004	S
Annual income	12.300	0.197	NS
Occupational status	43.559	0.000	S

Note: S – Significant (p value<0.05); NS – Not Significant (p value>0.05)

From the table, Chi square test revealed that the relationship between personal factors and the service provider, hypothesis is accepted (not significant) in only one case and the hypothesis is rejected (significant) in six cases.

It is concluded that the Age group, Gender, Educational Qualification, Number of members in family, Number of earning members and occupational status is significant influence in the service provider.

**COMPARISON BETWEEN PERSONAL FACTORS AND THE DATA DOWNLOAD**

Hypothesis: There is no significant relationship between personal factors and the data download

TABLE 4

Personal factors	Chi – Square values	P values	Significant/Not Significant
Age group	39.725	0.000	S
Gender	1.619	0.655	NS
Educational Qualification	29.425	0.003	S
Number of members in family	33.621	0.000	S
Number of earning members	20.916	0.013	S
Annual income	32.644	0.000	S
Occupational status	29.693	0.001	S

Note: S – Significant (p value<0.05); NS – Not Significant (p value>0.05)

From the table, Chi square test revealed that the relationship between personal factors and the data download, hypothesis is accepted (not significant) in only one case and the hypothesis is rejected (significant) in six cases.

It is concluded that the Age group, Educational Qualification, Number of members in family, Number of earning members, Annual income and occupational status is significant influence in the data download.

**COMPARISON BETWEEN PERSONAL FACTORS AND THE OFFERS**

Hypothesis: There is no significant relationship between personal factors and the offers.

TABLE 5

Personal factors	Chi – Square values	P values	Significant/Not Significant
Age group	8.957	0.176	NS
Gender	0.690	0.708	NS
Educational Qualification	22.315	0.004	S
Number of members in family	1.875	0.759	NS
Number of earning members	7.436	0.282	NS
Annual income	0.838	0.991	NS
Occupational status	10.777	0.096	NS

Note: S – Significant (p value<0.05); NS – Not Significant (p value>0.05)

From the table, Chi square test revealed that the relationship between personal factors and the offers, hypothesis is accepted (not significant) in six cases and the hypothesis is rejected (significant) in only one case.

It is concluded that the Educational Qualification is significant influence in the offers.

**TWO-WAY ANOVA ANALYSIS**

**1. Comparison Between hours spending per day and age group.**

Hypothesis: There is no significant relationship between hours spending per day and age group.

TABLE 6

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	16.193	3	5.398	5.456	0.001
Intercept	844.026	1	844.026	853.22	0
age	16.193	3	5.398	5.456	0.001
Error	193.887	196	0.989		
Total	1604	200			
Corrected Total	210.08	199			

In the above table we infer that the main effect is Age is significant because the p-value is less than the level of significant.

**POST HOC TESTS**

**AGE**

**MULTIPLE COMPARISONS**

How many hours you will spend in browsing per day.

TABLE 7

(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.
Below 25years	25-35 years	-0.41	0.171	0.076
	35-45 years	-0.4	0.2	0.191
	Above 45years	-1.3	0.342	0.001
25-35 years	Below 25years	0.41	0.171	0.076
	35-45 years	0.02	0.18	1
	Above 45years	-0.89	0.332	0.039
35-45 years	Below 25years	0.4	0.2	0.191
	25-35 years	-0.02	0.18	1
	Above 45years	-0.9	0.347	0.048
Above 45years	Below 25years	1.3	0.342	0.001
	25-35 years	0.89	0.332	0.039
	35-45 years	0.9	0.347	0.048

From the above multiple comparison table significant difference were found that in below 25 years, above 45 years are significant, in 25-35 years above 45 years are significant, in 35-45 years below 25 years and above 45 years are significant and above 45 years all the age group are significant.

**2. COMPARISON BETWEEN HOURS SPENDING PER DAY AND EDUCATIONAL QUALIFICATION.**

Hypothesis: There is no significant relationship between hours spending per day and educational qualification

TABLE 8

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	43.588	4	10.897	12.763	.000
Intercept	524.882	1	524.882	614.758	.000
Edu.Qua	43.588	4	10.897	12.763	.000
Error	166.492	195	.854		
Total	1604.000	200			
Corrected Total	210.080	199			

In the above table we infer that the main effect is educational qualification is significant because the p-value is less than the level of significant.

**Post Hoc Tests**

**Educational Qualification**

**Multiple Comparisons**

How many hours you will spend in browsing per day.

TABLE 9

(I) Educational qualification	(J) Educational qualification	Mean Difference (I-J)	Std. Error	Sig.
School level	Diploma	0.27	0.502	0.983
	Under Graduate	1.11	0.479	0.143
	Post Graduate	-0.03	0.476	1
	Professional	0.14	0.478	0.998
Diploma	School level	-0.27	0.502	0.983
	Under Graduate	0.84	0.234	0.004
	Post Graduate	-0.3	0.228	0.672
	Professional	-0.13	0.232	0.981
Under Graduate	School level	-1.11	0.479	0.143
	Diploma	-0.84	0.234	0.004
	Post Graduate	-1.14	0.171	0
	Professional	-0.97	0.176	0
Post Graduate	School level	0.03	0.476	1
	Diploma	0.3	0.228	0.672
	Under Graduate	1.14	0.171	0
	Professional	0.17	0.169	0.841
Professional	School level	-0.14	0.478	0.998
	Diploma	0.13	0.232	0.981
	Under Graduate	0.97	0.176	0
	Post Graduate	-0.17	0.169	0.841

**FACTOR ANALYSIS**

The factor analysis is used for two purposes. One is to identify the important factors and other for data reduction. In this study, the factor analysis using the extraction method of principal component analysis is adopted to identify the important factors. The important factors are identified with the extraction value when it is more than 0.5.

**LEVEL OF SATISFACTION RELATING TO DIFFERENT ASPECTS OF BROADBAND SERVICE PROVIDER.**

TABLE 10

Communalities		
	Initial	Extraction
Price	1	0.658
Speed	1	0.497
Offers	1	0.583
Customer services	1	0.698
Bill payment	1	0.625

It is understood from the above table that "Cost" (0.500) has a high extraction value.

It is concluded that among the four different aspects, "Cost" (0.500) is considered as very important as the others because of its high extraction values.

**FINDINGS****FINDINGS OF CHI SQUARE ANALYSIS**

- There is no significant relationship between Personal factors and source of advertisement.
- There is no significant relationship between personal factors and the device.
- There is no significant relationship between personal factors and the service provider
- There is no significant relationship between personal factors and the data download
- There is no significant relationship between personal factors and the offers.

**FINDINGS OF TWO WAY ANOVA**

- There is no significant relationship between age and education of the respondents and amount spend per month for branded fuels.
- There is no significant relationship between Occupation and Monthly income of the respondents and amount spend per month for branded fuels.

**FINDINGS OF FACTOR ANALYSIS**

- ❖ It is concluded that among the four different aspects, "Cost" (0.500) is considered more very important than the others because of its high extraction values.

**SUGGESTIONS****➤ MORE ADVERTISEMENT**

Awareness has to be created among the public about the internet through advertisements and awareness program. Most of the respondents using internet for education, but how ever there are other services like online reservation, net banking, etc., which awareness among customers, so broadband service provider need should take initiative to explore the possible usages of internet.

**➤ CYBER CRIME**

There must be a strict law imposed on the cyber crime which is growing threat in the present internet situation. The law to be imposed must ensure that it restrict the growth of the cyber crimes.

**➤ SERVICE IN RURAL AREAS**

Broadband service provider has to be providing services to potential customers in areas of low population density. Several rural broadband exist, through its own pit falls and limitation. Some choices are better than others, but depend on how proactive the local communication company is about upgrading their rural technology.

**➤ REDUCE MONTHLY COST**

Broadband service providers should take attempts to reduce monthly costs by establishing Wi-Fi network. Some customers are planned to discontinue because of high billing and after sales services is not good. Though it is small percentage the service providers should focus on these to keep the brand image in the minds of people.

**➤ PROVIDE DETAIL BILLING**

The detailed billing is provided as a value added service. It will help the customer to clear their doubts about billing, and hence to improve their satisfaction level. If any complaint is observed from the customers, it should be dealt quickly. This will reduce the choice for dissatisfaction.

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