Services Provided by Browsing Centres With Reference to Udumalpet Taluk From Clients' Perspective

* Dr. S. Tamilselvi
** V. Karpagavalli
***B. Karthika

Abstract

The rapid progress made in the field of information technology has revolutionized the world of communications. The world is gradually becoming a global village as interaction among people all over the world has become more frequent than even before. Through internet people from all countries can now share information, ideas, stories, data, and opinions. An internet protocol telephony network needs to have the capability to deliver voice, video, or data on the same network with assured quality of services. The invention of the telegraph, telephone, radio, and computer set the stage for this unprecedented integration of capabilities. The internet is at once a world-wide broadcasting capability, a mechanism for information dissemination and a medium for collaboration and interaction between individuals and their computers irrespective of geographic location. Unlike other businesses, the business of browsing centre provides multivariate uses such as educational, informative, advisory, and entertainment to customers. Therefore, customer expectations are from browsing centres and they might expect perfect and absolute services. Therefore, browsing centres have an obligation to provide better services not only to retain their customers but also to withstand competition through their services and efficiency.

Keywords : Browsing centre, communication, internet, protocol, network, telephony

I. INTRODUCTION

The internet represents one of the most successful examples of the benefits of sustained investment and commitment to research and development of information infrastructure. Beginning with early research in packet switching, the government, industry, and academia have been partners in evolving and deploying this exciting new technology. Its history is complex and involves many aspects which include technologies, organizations and communities. Its influence reaches not only the technical fields of computer communications but throughout society as we move towards increasing use of online tools to accomplish electronic commerce, information acquisition, and community operations.

II. SCOPE AND NEED OF THE STUDY

Internet is a multifaceted tool which is a wonderful invention of this century. It makes remarkable changes in the field of medicine, agriculture, geography, life sciences, product design, mining, bio medical engineering, biotechnology, and so on. Thus, in this information technology era, people need the help of internet. Increasing internet services leads to increase in the number of browsing centres. Identification of end user requirement and satisfaction level is needed for browsing centres to improve service quality and it is also helpful in expanding their business. Due to technological advantage, communication field provides a basis for some businesses. Centres have been established which provide various services to customers such as browsing of e-mail, internet, chatting, e-commerce, and educational development programmes. These services are frequently used by customers. Increasing the number of internet users paved the way for establishment of more browsing centres. With this background the researcher made an attempt to study an end user's satisfaction with the services provided by browsing centres in Udumalpet

taluk. The objectives of the present study were to understand the problems faced by internet users during browsing, to find out the satisfaction level of end users towards the services of internet centres, to analyze various motives, ideas, and preferences using browsing centre, to study the opinion, expectations, and satisfaction of internet users based on their experience.

III. RESEARCH METHODOLOGY

The study is based on primary data. A questionnaire was prepared in a structured form on the basis of objectives and collected from various internet users visiting browsing centres. For the purpose of the study 250 end users were selected. The study period was conducted for 10 months from January 2017 to October 2017. Convenience sampling method was used for the study. Statistical tools like simple percentage, two-way analysis, chi-square, and garret ranking technique were used for analysis.

TABLE I.
DEMOGRAPHIC PROFILE OF RESPONDENTS

S.No	Particulars		Number of respondents	Percentage (%)
1	Age	Below 20 years	62	24.8
		20-45 years	136	54.4
		Above 45 years	52	20.8
	Total		**250**	**100**
2	Gender	Male	173	69.2
		Female	77	30.8
	Total		**250**	**100**
3	Location of family	Urban	123	49.2
		Semi Urban	102	40.8
		Rural	25	10
	Total		**250**	**100**
4	Education level	School level	22	8.8
		Graduate/Diploma	78	31.2
		Post graduate	40	16
		Professional	110	44
	Total		**250**	**100**
5	Completion of course in computer	No	34	13.6
		Yes	216	86.4
	Total		**250**	**100**
6	Family Income	Below Rs. 5,000	25	10
		Rs.5,000 to Rs.10,000	48	9.2
		Rs.10,001 to Rs.15,000	113	45.2
		Above Rs.15,000	64	25.6
	Total		**250**	**100**
7	Purpose of using net service	Communication	97	38.8
		Information gathering	64	25.6
		Entertainment	18	7.2
		To visit job site	59	23.6
		Online shopping	12	4.8
	Total		**250**	**100**
8	Period of using net service	Below 5 years	162	64.8
		5 to 10 years	61	24.4

		10 to 15 years	27	10.8
		Above 15 years	-	-
	Total		**250**	**100**
9	Browsing period	Daily	58	23.2
		Weekly once	96	38.4
		Weekly twice	23	9.2
		Monthly once	21	8.4
		Occasionally	52	20.8
	Total		**250**	**100**
10	Preferable browsing time	8 a.m - 12 noon	44	17.6
		12 noon - 5 p.m	109	43.6
		5 p.m - 12(midnight)	97	38.8
	Total		**250**	**100**
11	Amount spent for browsing per month	Below Rs.50	53	21.2
		Rs.50 - Rs.150	72	28.8
		Rs.151 - 250	86	34.4
		Above 250	39	15.6
	Total		**250**	**100**
12	Level of satisfaction	Low	82	32.8
		Medium	105	42
		High	63	25.2
	Total		**250**	**100**

Source : Primary data

Hypotheses

❖ There is no significant relationship between age and level of user satisfaction.

❖ There is no significant relationship between gender and satisfaction.

❖ There is no significant relationship between user type and level of satisfaction.

❖ There is no significant relationship between educational qualification and level of satisfaction.

❖ There is no significant relationship between period of using net service and level of satisfaction.

❖ There is no significant relationship between purpose of using net service and level of satisfaction.

To find the degree of association between age and level of satisfaction towards services provided by browsing centre, table II was prepared.

Table II reveals that 22.58% , 41.91%, 21.15% of the respondents belong to the age group of upto 20 years, 20-45 years and above 45 years respectively and have low level of satisfaction. 46.77%, 44.85%, 28.85% of the respondents belong to the age group of upto 20 years, 20-45 years, and above 45 years respectively and have medium level of satisfaction. 30.65%, 13.24%, 50% of the respondents belong to the age group of upto 20 years, 20-45 years, and above 45 years respectively,

TABLE II.
AGE AND LEVEL OF SATISFACTION (TWO-WAY TABLE)

Age	Level of satisfaction			Total
	Low	Medium	High	
Below 20 years	14 (22.58%)	29 (46.77%)	19 (30.65%)	62
20 - 45 years	57 (41.91%)	61 (44.85%)	18 (13.24%)	136
Above 45 years	11 (21.15%)	15 (28.85%)	26 (50%)	52
Total	**82**	**105**	**63**	**250**

Source : Primary data

and have high level of satisfaction.

Hypothesis: There is no significant relation between age and level of satisfaction towards the services provided by browsing centres.

Table IV reveals that 29.48% and 40.26% of the respondents are male and female and have low level of satisfaction. 43.93% and 37.66% of the respondents are male and female respectively and have medium level of

RELATIONSHIP BETWEEN AGE AND LEVEL OF SATISFACTION (CHI-SQUARE)

Age	O	E	$(O-E)^2/E$
R1C1	14	20.34	1.98
R1C2	29	26.04	0.34
R1C3	19	15.62	0.73
R2C1	57	44.61	3.44
R2C2	61	57.12	0.26
R2C3	18	34.27	7.72
R3C1	11	17.06	2.15
R3C2	15	21.84	2.14
R3C3	26	13.10	12.7
Total			**31.46**

Source : Primary data
R1- Below 20 years of age group , R2 - 20 - 45 Years of age group, R3- Above 45 Years of age
C1-Low level satisfaction, C2 -Medium level, C3- High satisfaction
O- Observed frequency
E- Expected frequency
Degree of freedom : 4
Calculated value : 31.46
Table value at 5% level : 9.49

Calculated chi-square value is greater than the table value. Therefore, the hypothesis is rejected. Thus, there is a relation between age and level of satisfaction towards the services provided by the browsing centres.

Gender and level of satisfaction

To find the degree of association between gender and the level of satisfaction towards services provided by browsing centres, two way table was prepared (refer Table IV).

satisfaction. 26.59% and 22.08% of the respondents belong to the gender male and female respectively have high level of satisfaction.

Hypothesis: There is no significant relation between gender and level of satisfaction towards the services provided by browsing centres.

Calculated chi-square value is less than the table value. So, the hypothesis is accepted. Thus, there is no relationship between gender and level of satisfaction towards the services provided by browsing centres.

GENDER AND LEVEL OF SATISFACTION(TWO WAY TABLE)

Gender	Level of satisfaction			Total
	Low	Medium	High	
Male	51 (29.48%)	76 (43.93%)	46 (26.59%)	173
Female	31 (40.26%)	29 (37.66%)	17 (22.08%)	77
Total	**82**	**105**	**63**	**250**

Source : Primary data

TABLE V.
RELATIONSHIP BETWEEN GENDER AND LEVEL OF SATISFACTION (CHI-SQUARE)

Gender	O (Observed frequency)	E (Expected frequency)	$(O-E)^2/E$
R1C1	51	56.74	0.58
R1C2	76	72.66	0.15
R1C3	46	43.6	0.13
R2C1	31	25.26	1.3
R2C2	29	32.34	0.35
R2C3	17	19.40	0.3
	Total		2.81

Source : Primary data

R1 - Male R2- Female ; C1-Low level satisfaction, C2 -Medium level, C3- High satisfaction

Degrees of freedom : 2

Calculated value : 2.81

Table value at 5% level : 5.99

TABLE VI.
USER TYPE AND LEVEL OF SATISFACTION (TWO-WAY TABLE)

User Type	Level of satisfaction			Total
	Low	Medium	High	
Students	52 (33.12%)	75 (47.77%)	30 (19.11%)	157
Employees	12 (28.57%)	16 (38.10%)	14 (33.33%)	42
Others	18(35.29%)	14 (27.45%)	19 (37.26%)	51
Total	82	105	63	250

Source : Primary data

Table VI reveals that 33.12%, 28.57%, and 35.29% of the respondents belong to the user type student, employee, and others respectively and have low level of satisfaction. 47.77%, 38.10%, and 27.45% of the respondents are students, employees, and others respectively and have medium level of satisfaction. 19.11%, 33.33%, and 37.26% of the respondents are students, employees, and others respectively, and have high level of satisfaction.

Hypothesis: There is no significant relation between user type and level of satisfaction towards the services provided by browsing centre.

Table VII. RELATIONSHIP BETWEEN USER TYPE AND LEVEL OF SATISFACTION(CHI-SQUARE)

User Type	O (Observed frequency)	E (Expected frequency)	$(O-E)^2/E$
R1C1	52	51.5	0.01
R1C2	75	65.94	1.25
R1C3	30	39.56	2.31
R2C1	12	13.78	0.23
R2C2	16	17.64	0.15
R2C3	14	10.58	1.11
R3C1	18	16.73	0.10
R3C2	14	21.42	2.57
R3C3	19	12.85	2.94
Total			10.67

Source : primary data

R1,R2,R3 - Students, employees, others ; C1, C2, C3- Low, medium and high level satisfaction

Degree of freedom : 4

Calculated value : 10.67

Table value at 5% level : 9.49

Calculated chi-square value is greater than the table value. So, the hypothesis is rejected. Thus, there is a close relation between user type and level of satisfaction towards the services provided by the browsing centre.

RELATIONSHIP BETWEEN THE EDUCATIONAL QUALIFICATION OF THE RESPONDENT AND LEVEL OF SATISFACTION (TWO-WAY TABLE)

Educational qualification	Level of satisfaction			Total
	Low	Medium	High	
School	5 (22.73%)	8 (36.36%)	9 (40.91%)	22
Degree/Diploma	16 (20.51%)	21 (26.92%)	41 (52.56%)	78
Professional/others	61 (40.67%)	76 (50.67%)	13 (8.67%)	150
Total	**82**	**105**	**63**	**250**

Source : Primary data

Table VIII reveals that 22.73%, 20.51%, and 40.67% of the respondents have educational qualification of school passout, degree/diploma, and professional/others respectively and have low level of satisfaction. 36.36%, 26.92%, and 50.67% of the respondents have educational qualification school, degree/diploma, and professional/others respectively, and have medium level of satisfaction. 40.91%,52.56%, and 8.67% of the respondents have educational qualification of school, degree/diploma, and professional /others respectively have high level of satisfaction.

Table X reveals that 42.59%, and 14.77% of the respondents who have used net services for less than five years and for more than 5 years have low level of satisfaction. 41.98% and 42.05% of the respondents have used net services for less than five years and more than 5 years have medium level of satisfaction.15.43% and 43.18% of the respondents have used net services for less than five years and more than 5 years have high level of satisfaction.

TABLE IX.
RELATIONSHIP BETWEEN THE EDUCATIONAL QUALIFICATION OF THE RESPONDENT AND LEVEL OF SATISFACTION (CHI-SQUARE)

Educational qualification	O (Observed frequency)	E (Expected frequency)	$(O-E)^2/E$
R1C1	5	7.22	0.68
R1C2	8	9.24	0.17
R1C3	9	5.54	2.16
R2C1	16	25.28	3.59
R2C2	21	32.76	4.22
R2C3	41	19.66	23.16
R3C1	61	46.2	2.83
R3C2	76	63	2.68
R3C3	13	37.8	16.27
Total			**55.76**

Source : Primary data
R1,R2,R3 - School, Degree/Diploma and professional/others ; C1, C2, C3- Low, medium and high level satisfaction
Degree of freedom : 4
Calculated value : 55.76
Table value at 5% level : 9.49
Calculated Chi-square value is greater than the table value. So, the hypothesis is rejected. Thus, there is a relation between educational qualification and level of satisfaction towards the services provided by the browsing centre.

Period of using net service and level of satisfaction

To find the degree of association between the period of using net service and the level of satisfaction provided by browsing centres, two way table was prepared.

Purpose of using net service and level of satisfaction

Two way table was prepared to find the degree of association between the purpose of using net service and level of satisfaction provided by browsing centres.

TABLE X.
RELATIONSHIP BETWEEN THE PERIOD OF USING NET SERVICE AND LEVEL OF SATISFACTION (TWO-WAY TABLE)

The period of using net service	Level of satisfaction			Total
	Low	Medium	High	
Below 5 years	69 (42.59%)	68 (41.98%)	25 (15.43%)	162
Above 5 years	13 (14.77%)	37 (42.05%)	38 (43.18%)	88
Total	**82**	**105**	**63**	**250**

TABLE XI.
RELATIONSHIP BETWEEN THE PERIOD OF USING NET SERVICE AND LEVEL OF SATISFACTION (CHI-SQUARE)

Period of using net service	O (Observed frequency)	E (Expected frequency)	$(O-E)^2/E$
R1C1	69	53.14	4.73
R1C2	68	68.04	0.00002
R1C3	25	40.82	6.13
R2C1	13	28.86	8.72
R2C2	37	36.96	0.00004
R2C3	38	22.18	11.28
Total			**30.86**

Source : Primary data

R1,R2 -Period of below 5 years and more than 5 years of using net service ; C1, C2, C3- Low, medium and high level satisfaction

Degree of freedom : 2

Calculated value : 30.86

Table value at 5% level : 5.99

Calculated chi-square value is greater than the table value. So, the hypothesis is rejected. Thus, there is a relation between period of using net service and level of satisfaction towards the services provided by the browsing centre.

TABLE XII.
RELATIONSHIP BETWEEN PURPOSE OF USING NET SERVICE AND LEVEL OF SATISFACTION (TWO-WAY TABLE)

The purpose of using net service	Level of satisfaction			Total
	Low	Medium	High	
Communication/information gathering	51 (31.68%)	73 (45.34%)	37(22.48%)	161
Searching for job	16 (27.12%)	21 (35.59%)	22 (37.29%)	59
Entertainment/other reasons	15 (50%)	11 (36.67%)	4 (13.33%)	30
Total	**82**	**105**	**63**	**250**

Source : Primary data

Table XII reveals that 31.68% , 27.12%, and 50% of the respondents use net services for the purpose of communication/information gathering, searching for job, and for entertainment/other reasons respectively, and have low level of satisfaction. 45.34% , 35.59%, and 36.67%   of the respondents use net services for the purpose of   communication/information gathering, searching for job and entertainment/ others respectively,

and have medium level of satisfaction. 22.48%, 37.29%, and 13.33% of the respondents use net services for the purpose of communication/information gathering, searching for job, and entertainment/others respectively and have high level of satisfaction.

It is noted from table IX that the requirement of high speed browser was ranked first with the garret score of 1114 points. It is followed by the requirements of printer

with garret score of 1021 points. The requirement of CD Drive/Pen drive using the services was placed at the third rank. Speaker, browsing assistant, others (such as parking facility, furniture equipments etc.), web camera are at fourth, fifth, sixth, and seventh rank respectively.

IV. SUGGESTIONS

On the basis of analysis done the followings suggestions are offered. Customers bring complaints such as less speed, lack of availability of information, inadequate number of computers, and less privacy. Therefore, we suggest that browsing centres should add

TABLE XIII.
RELATIONSHIP BETWEEN PURPOSE OF USING NET SERVICE AND LEVEL OF SATISFACTION (CHI-SQUARE)

Purpose	O (Observed frequency)	E (Expected frequency)	(O-E)2/E
R1C1	51	52.81	0.06
R1C2	73	67.62	0.43
R1C3	37	40.57	0.31
R2C1	16	19.35	0.58
R2C2	21	24.78	0.58
R2C3	22	14.87	3.42
R3C1	15	9.84	2.71
R3C2	11	12.6	0.2
R3C3	4	7.56	1.68
Total			**9.97**

Source : Primary data

R1,R2,R3 -Purpose of Communication, Searching job and other reason ; C1, C2, C3- Low, medium and high level satisfaction

Degree of freedom : 4

Calculated value : 9.97

Table value at 5% level : 9.49

Calculated chi-square value is greater than the table value. So the hypothesis is rejected. Thus, there is a relation between purpose of using net service and level of satisfaction towards the services provided by the browsing centre.

TABLE XIV.
RANKING BASED ON END USERS REQUIREMENT

S.No.	Requirements	Total score	Mean score	Rank
1	Speaker	940	3.76	IV
2	Web camera	886	3.544	VII
3	Printer	1021	4.084	II
4	Others (parking facility, furniture, equipment etc.)	889	3.556	VI
5	CD drive/(Pen drive port)	956	3.824	III
6	High speed browser	1114	4.456	I
7	Browsing assistant	938	3.75	V

Source : Primary data

more computers, upgrade the system to increase speed and provide suitable cabin to enable better privacy. It is found that the customer makes less use of internet services. Hence, we suggest that browsing centres should create awareness among internet users regarding browsing to take advantage of facilities of banking ,insurance, hospitality etc. This will lead to increase in number of customers of browsing centres. Similar to any business, customer satisfaction is very much important in browsing centre also. It becomes necessary for browsing centres to take sufficient steps to provide customer satisfaction to a large extent. This can be done by reducing rates, providing additional facility in the browsing centre, and by providing guidance to beginners.

CONCLUSION

Unlike other businesses the business of browsing centre provides multivariate uses to customers that are technical in nature. Such areas are educational, informative, advisory, and entertainment. Therefore, customer expectations will be more from browsing centre and in fact, they might expect the services to perfect and absolute. The problem and nature of these services are not well understood and they only see the and efficiency. Therefore ,tbrowsing centres are of an obligation to provide better services not only to retain their customers but also withstand in the competitive market. Thus, browsing centres have to closely follow up technical advancement, which make necessary to up gradae existing systems for providing better satisfaction to customers. Like products, services too need innovation and modification so that longer use of these services becomes possible.

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About the Authors

Dr. S.Tamilselvi is the Principal of MaharaniArts and Science College, Dharapuram. She completed M.Com from Annamalai University, M.Phil from Madurai Kamaraj University, and Ph.D. from Bharathiar University. She has 18 years of teaching experience.

She has published many research articles in national as well as international journals. She has organized workshops, seminars, and intercollegiate meets and has initiated many funding proposals for the welfare of students.

Mrs. V. Karpagavalli is Assistant Professor with Department of Commerce with Computer Applications, Tiruppur Kumaran College for Women, Tirupur. She completed B.C.A, M.Com (CA), M.Phil, M.B.A. from Bharathiar university, Coimbatore. She is Pursuing Ph.D from the same university. She has cleared UGC NET and SET. She has published many research articles in national and international journals. She has actively participated and has presented many papers in international seminars.

Ms. B. Karthika is Assistant Professor with Department of Commerce with Computer Applications, Maharani Arts and Science College, Dharapuram. She completed her B.Com (CA), M.Com (CA), and M.Phil. from Bharathiar University Coimbatore. She has actively participated and has presented many papers in international seminars.