

## A study on customer behaviour towards mobile number portability services with special reference to Coimbatore city

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### Abstract

Number Portability will allow subscribers to change their service provider while retaining their old mobile number. Portability benefits subscribers and increases the level of competition between service providers, rewarding service providers with the best customer service, network coverage, and service quality.

**Keywords:** mobile number portability, consumer awareness, mobile network service providers

### Introduction

Today communication is one of the gifts of man. Communication helps in acceleration of growth of economy by transmitting information and simplifying motivation. Communication has been playing a vital role in man's life from time memorial. Invention like Telephone, Radio, Television and computer made a tremendous change in the world.

The first telephone was introduced by Alexander Graham Bell, out of a wooden stand, a funnel, a cup of acid and a copper wire. The concept of wireless telephone came in mind in-1970, after Second World War. In 1979 the first commercial cellular telephone system began operation in Tokyo. It is one of the greatest achievements of late 20<sup>th</sup> Century. Its purpose is to provide universal connectivity and increase efficiency and productivity in all sectors. This system is bringing a major change in the world Scenario and transforming world in to global village. Mobility helps one to send and receive information anytime, anywhere and make one to keep up the place in the competitive world.

### Tele Communication Medias in India

Tele communication Medias in India have been laying a phenomenal role in the dimensions development activities. Satisfactory functioning of telecommunication network is an essential component of the economic infrastructure. The application of modern marketing principles in the telecom Medias would pave the way for a generation of profits and would certainly make these telecom services quite affordable to the consumers at large.

### History of Mobile Phones

Mobile phone technology began in 1947. The theory was that, a person could use a cordless type communications device by transferring the communication signal wave from one base station to the other. This meant limitless accessibility to the user and he or she could travel as per as communication station would allow. Unfortunately, the technology to do so did not exist at the time.

As technology moved forward, so did the concept of making the mobile phone theory a reality. With limited frequencies as supplied to companies by the FCC (The governing body of airwaves) as companies room began to offer selected wireless

service in selected areas. As time passed, eventually we get to where we are today- wireless phones are everywhere.

Today the mobile phone towers that governs our airwaves can be seen in every town, city and off of every major road ways. They are the link that is needed to triangulate the signal we use every time we make a call. Naturally with such ever changing technology, future of the mobile phone is limitless.

### Statement of the Problem

In the post liberalization era, a big change took place in marketing of cellular services. However, satisfactions of subscribers become the most important goal of all cellular companies. The most challenging job for the present day for network providers is to retain their customers. As mobile number portability has been introduced in India, the mobile user's switching turnover is more. The research study undertaken brings to light the reasons behind mobile number portability.

### Objectives of the Study

- To study the growth and development of mobile network services
- To study customers awareness on mobile number portability.
- To study about network switching behavior of mobile users.
- To offer necessary suggestions for further development

### Scope of the Study

It is aimed to study Indian telecom sector and consumer behavior towards mobile number portability services. To know whether People want to change their current mobile service provider when they are permitted to retain the current mobile phone number that they have. And also what are the factors which influence consumer's to change their service providers.

### Research Methodology

Research methodology is a way to systematically solve the research Problem. Various steps are adapted to study the problem along with the logic behind them. The research methodology includes description about why the research study has been undertaken, how the hypothesis, if any has

defined, what data have been collected and what particular method have been adopted. So by framing a right methodology it is possible to gain a deeper insight into the research problem and also it gives a full proof action plan for carrying out the project successfully. In brief, research methodology of any study would help planning, executing, bringing relevance and reviving the purpose of the study.

**Limitations of the Study**

- The study is restricted to Coimbatore district only. Hence the result may not be generalized.
- Only 150 respondents were considered as sample for the study.
- Time has played a major constraint in restricting the study.
- All the findings and observations are based on respondent's opinion.

Therefore, there is a possibility for personal bias.

**Mobile Number Portability in India**

“Moving forward, we aim to create one nation – one license

across services and service areas. We aim to achieve one nation – full mobile number portability and work towards one nation – free roaming,” Telecom Minister sri Kapil Sibal said while unveiling the draft new telecom policy 2011.

Mobile number portability has been introduced in India, in two phases. It has been introduced first in Indian metro city and groups a telecom zones. On December 31, 2009, and afterward in the remaining part of the country, by march 20, 2010. Subscribers have to pay up all due bills before making an application for mobile number portability. The mobile porting fee is to be paid to the latest operator. No fee payment is necessary to be the operator you are parting. TRAI said that porting between mobile operators be supposed to be accomplished within four days. There’s catch though. Users cannot change operator and return number if you have been with that service operator for less than three months. Prepaid users must keep in mind that their balance time and SMS will disappear if they switch to a deferent operator. The highest downtime between deactivating the existing connection and starting the new connection will be a maximum of two hours.

Table 1

Service Area Wise Mobile Number Portability Requests			
Service Area	May-12	Jun-12	% Change
Delhi	1,928,622	2,027,214	5.11%
Gujarat	4,579,884	4,944,698	7.97%
Himachal Pradesh	219,967	236,535	7.53%
Haryana	2,084,325	2,195,961	5.36%
Jammu & Kashmir	7,940	8,382	5.57%
Maharashtra	4,067,821	4,487,873	10.33%
Mumbai	1,735,397	1,906,854	9.88%
Punjab	1,838,828	1,927,931	4.85%
Rajasthan	4,617,554	5,061,178	9.61%
Uttar pradesh -East	2,913,251	3,166,424	8.69%
Uttar pradesh - West	2,802,442	3,077,215	9.80%
<b>Total (Zone 1)</b>	<b>26,796,031</b>	<b>29,040,265</b>	<b>8.38%</b>
Andhra Pradesh	4,809,997	5,202,957	8.17%
Assam	161,342	182,319	13.00%
Bihar	983,121	1,076,507	9.50%
Karnataka	5,815,371	6,428,904	10.55%
Kerala	2,347,120	2,502,641	6.63%
Kolkata	1,019,767	1,083,911	6.29%
Madhya Pradesh	2,978,919	3,200,013	7.42%
North East	60,380	70,340	16.50%
Orissa	988,448	1,038,192	5.03%
Tamil Nadu	2,804,868	3,007,643	7.23%
West Bengal	1,397,511	1,492,944	6.83%
<b>Total (Zone 2)</b>	<b>23,366,844</b>	<b>25,286,371</b>	<b>8.21%</b>
<b>Total ( Zone1 + Zone2)</b>	<b>50,162,875</b>	<b>54,326,636</b>	<b>8.30%</b>

\*source: website of telecommunication

**Tamil Nadu Sixth in Mobile Number Portability**

If competition offers choice, portability offers convenience. When customers get both, they go in for a change. A year after the Telecom Regulatory Authority of India (TRAI) allowed mobile phone subscribers to switch to a competitively packaged service with the convenience of retaining their phone number, over 2.92 core Indians have changed their telecom operator. According to Union Ministry of Communications data, ever since the mobile number portability was introduced in January 2011, 29240858 subscribers had opted for it.

In Tamil Nadu, 18.31 lakh subscribers had switched to a new service provider in the beginning of December 2012. Karnataka, which has a vast upwardly mobile population in Bangalore, witnessed the highest number of shift in the country. Service providers there honored a whopping 28.33 lakh requests for portability. Gujarat comes next with 27.98 lakh subscribers followed by AP with 26.87 lakh customers

looking for a better service. The lowest portability of 4,793 subscribers was in Jammu and Kashmir.

Analysts said the highest portability requests (33 per cent) came in April 2011. In December alone, 34 lakh people opted for a new service provider, a jump of 13.17 per cent from November 2011. “Most requests come from young subscribers who are attracted by a better package with loads of free talk time,” says Shanmuganathan, a multiple SIM card dealer.

\*Note – as per 2011 data

**Findings**

**Simple percentage**

- The majority (60%) of the respondents are male.
- The majority (43%) of the respondents are in the age group of below 25 years.
- The majority (66%) of the respondents are single.
- The majority (68%) of the respondents are from urban area.

- The majority (38 %) of the respondents are graduates.
- Majority (36%) of the respondents are in the category of employees.
- The majority (38%) of the respondents have the family income between Rs 10001 – Rs 20000.
- Majority (59%) of the respondents are belongs to 4-5 members of family.
- Majority (33%) of the respondents are using two phones.
- Majority (39%) of the respondents considered mobile phones are essential.
- The majority (43%) of the respondents are using mobile phones for personal business and corporate purpose.
- Majority (58%) of the respondents considered mobile phones are very useful than landline.
- The majority (63%) of the respondents make own purchase.
- The majority (51%) of the respondents possess the brand Nokia.
- The majority 32 (%) of the respondents influenced through TV.
- The majority (40%) of the respondents use handset with all the facilities.
- The majority (34%) of the respondents purchase their hand set on the basis of the brand name.
- The majority (42%) of the respondents use mobile phone below Rs 5000.
- Majority (81%) of the populations are prepaid subscribers.
- Majority (79%) of the populations are GSM connection.
- Majority (35%) of the respondents are using Airtel services.
- The majority (49%) of the respondents are using current network for one year.
- The majority (55%) of the respondents making 16-25 calls per day.
- The majority (39%) of the respondents have the call duration of 5 -10 minutes.
- The majority (46%) of the respondent monthly bill amount is Rs 101 – Rs 350.
- The majority (67%) of the respondents recharge mobile as and when required.
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- Majority (19%) of the respondents were previously using IDEA network service.
- The majority (44%) of the respondents are using previous network more than 5 years.
- The majority (52%) of the respondents are influence to subscribe previous network by friends.
- The majority (32%) of the respondents changed their number one time.
- The majority (94%) of the respondents says that mobile number portability is good.
- The majority (48%) of the respondents prefer mobile number portability because no need to change the number.
- The majority (39%) of the respondents faced the problem of payment of paying dues or deduction of prepaid balance.
- The majority (61%) of the respondents have the opinion that mobile number portability coming to India is too late.

#### Weighted Average

- Network coverage is the main reason for preferring current network.
- The weighted average score of 4.5 of awareness about

mobile number portability service in India gets first rank among various aspects

#### Correlation

- There is a perfect positive degree of correlation between the variables gender and mobile network used.
- There is a perfect moderate degree of correlation between the variables age and monthly bill expense.

#### Chi Square

- There is a significant Relationship between respondent gender and hand set used.
- There is no significant relationship between respondent gender and opinion about mobile number portability.
- There is a significant relationship between respondent gender and cost of mobile phones.
- There is a significant relationship between gender and mobile network used.
- There is a significant relationship between respondent age and model of hand set used.
- There is no significant relationship between respondent educational qualification and opinion about MNP.
- There is no significant relationship between respondent occupation and mode of advertisement influenced.
- There is a significant relationship between respondents gender and call duration.
- There is no significant relationship between respondent income and hand set used.
- There is a significant relationship between respondent income and model of hand set used.
- There is a significant relationship between respondent income and current service provider.
- There is no significant relationship between respondent age and customer attrition –better offer from other networks.
- There is no significant relationship between respondent age and customer attrition- network coverage.
- There is no significant relationship between respondent gender and customer attrition- better offer from other networks.
- There is no significant relationship between respondent gender and customer attrition- uninformed balance deduction.

#### Suggestions

##### Suggestions by customers:

##### a) For BSNL

1. BSNL should focus on promotional activities
2. BSNL should come out with value add service are how tariff but should improve technology on value added services.
3. BSNL should take care quality of network services.
4. BSNL should continuously advertise different plans available to customers.
5. BSNL should issue duplicate sim card at every service centers.

##### b) For Airtel

1. Airtel should reduce tariff and come out with variety of features.
2. Airtel should focus on the network congestion both rural and urban areas.

3. Airtel should improve customer services and proper response to customers.

**c) For Idea**

1. Improve network both rural and urban.
2. Tariff rates should reduce.
3. Customer services should be improved.

**d) For Vodafone**

1. Quality of signal should be improved.
2. Should decrease tariff on value added services.
3. Advertisement should be improved and convey the message to evidences.

**e) For Tata**

1. Improve network services.
2. Reduce tariff rates should offered in both CDMA and GSM schemes.
3. Advertisement and promotion activities should focus in rural market.

**f) For Reliance**

1. Improve network services.
2. Improve customer services.
3. Bill the customer based services by him.

**g) For MTS**

1. Improve network both rural and urban

**h) For Uninor**

1. Improve network services and customer services.

**Conclusion**

In Coimbatore district, Airtel is the top player. Vodafone is on Second followed by BSNL. Subscribers at Coimbatore are willing to switch Service provider if they are given an option to switch with same mobile number. Mobile Number Portability System will change the scenario of the telecom Industry. Earlier the only way a service provider was able to hold their customer was by the mobile number. But now with the advent of mobile number portability comes in to action customer will have freedom to switch with same number so customer will rule the market. In this battle between customers and service providers, service provider will have to surrender against customers.

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