

AN EMPIRICAL STUDY OF CUSTOMERS PERCEPTION TOWARDS MOBILE NUMBER PORTABILITY (MNP) WITH SPECIAL REFERENCE TO INDIA

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Abstract

Telecom revolution in India is due to which we have one of the cheapest tariffs in the world. one might be thinking that making call rate cheaper doesn't not mean we that we are getting the best services; there are several factors that can be considered to choose a telecom operator some includes good coverage, customer care value added services, technology and at last customized tariffs that suite almost everyone .The study focuses on vital aspects of Mobile Number Portability and found that it is effectiveness among the student, working class and retired people. Considering attribute technology, brand image, quality network, tariff, other services.

Key words: Mobile Number Portability, TRAI , DOT, Telecom service operators

INTRODUCTION :

Communication play a vital role in bringing people closer Making countries and entire globe a globe village. The technological Development of cellular phones made everybody accessible to the other Person. Usage cell phones these days are no more privilege of the rich but also An essential for common people. It means now a days cell phones play a vital Role in every days life. The development process of modern economics without proper communication facilities is un imaginable. Keeping this in view, our government during last decade has given encouragement to communication sector and opened-up communication sector to private companies.

The growth of service industries can be traced to the economic development of society and the socio cultural changes that have accompanied it. The Demands of the people are ever increasing and to cope with the growing International companies, which are pioneers in cellular phone technology are in the field for providing better communications. The policy maker for India's telecommunication sector is the ministry of Communications and information technology, which operates through two Government bodies- the telecom commission and the department of Telecommunication (DoT). The telecom commission performs the executive and policy -making function. The department of telecommunication (DoT) Is the executive and policy implementing body. (DoT) has licensing, coordinating matters relating to telegraphs, telephones, wireless, data facsimile and telemetric services and other forms of

communications. In addition, (DoT) is responsible for frequency management in the radio communication in close co ordination with international bodies. The telecom regulatory authority of India (TRAI) act allows the body to set telecom tariffs and fix terms and conditions under which operators' can interconnect with each other

REVIEW OF LITERATURE

Telecom revolution in India is due to which we have one of the cheapest tariffs in the world. one might be thinking that making cal rate cheaper doesn't not mean we that we are getting the best services ; there are several factors that can be considered to choose a telecom operator some includes good coverage, customer care value added services ,technology and at last customized tariffs that suite almost every one .

Customer satisfaction is vital element for every organization to retain customer be it service sector or manufacturing .Mallikarjuna Reddy (2008) his work was on customer satisfaction towards mobile services from Indian perspective his objective was to study on the level of awareness among the customer group, customers expectations and customer satisfaction. Thus he concluded that telecom operators were suggested based on technology quality of service, value added services and tariffs specifically individual telecom operators.

Mallothra , Mukharji ,Nadini and Shinharay (2011) focused on consumer behavior towards mobile service providers , there objective of the customer satisfaction of different service providers are equal and there is no service

gap at all . They farther concluded that there is a gap .they have considered various factors such as network coverage, is a primary to decide the rank of telecom operators

PROBLEM OF THE STUDY:

"Mobile number portability (MNP) is due to change in regulatory framework in telecom, customer will have freedom to change the service provider but in realty the customers are they availing benefit."

Hypothesis:

Null Hypothesis (Ho): "The Customers are happy with existing services"

Alternative hypothesis (H1): "The Customers wants MNP services"

Need for the study:

It has gained importance because a customer group gets improvised services and fair competition among firms.

Objective of the study:

To study level of customer awareness, evaluate effectiveness & consumer satisfaction towards mobile service providers.

Research Methodology:

Type research: The research is purely explorative, objective oriented and scientific research.

Data collection methods:

The data collects Primary source and secondary sources Primary data collected through a questionnaire from the sample customers & Secondary data collected through website, newspapers, magazines, journal etc.. Data size: A sample of 50 customers of which 44 samples are valid, Working people and retried people and students were selected from twin cities (Hyderabad and Secundrabad) covering different group.

Sample composition:

The samples are based demographical factors such as age, gender and occupation based on which analysis is done. The samples of 100 people are interviewed in order to convert open ended questionnaire into closed.

Statistical tools:

the statistical tools for analysis are mean, percentage and Analysis of Variance (ANOVA) and SPSSvs20 is used.

Period of the study:

The study is done 45days.

Limitation of the study:

The study is conducted in twin cities & sample size is to the extent to 50.

Data analysis & interpretation:

Table 1 : Demographical Characteristics of the respondents

Age	%	Occupation	%
Below 18 years	5	Business men	5
18-30 years	84	House wife	11
31-50 years	9	students	68
50 above	2	professional	16
Gender	Male-73%	Female- 27%	

Interpretation : Result of the data consists population less than is 5%,18to30 years is 84%,31to50 is 9% and above 50 years is 2%.Occupation of population Business men is 5%,House wives' are 11%, students are 68% and professional 16%. Gender of which male are 73% and Female are 27%.

Analysis of variance:

The respondents were asked to rate the quality of their

existing service providers on the basis of customer services, coverage area, tariffs, value added services, billing/Recharge &Technology. For all the six factors which are used to understand the satisfaction of the subscribers, we have assigned raring in closed format in the form of a grid. For scoring purpose we took every parameter as synonymous with likert scale of 1-5, with "not satisfied" is 1,with "Very essential" 5, "essential" 4, "netural"3, "Leastessential"2, inessential1. The cumulative satisfaction score is then

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subjected ANOVA to determine whether the service of different service of different service provider has the same level of satisfaction or not.

Table:2 customer satisfaction single factor ANOVA.

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	209.079545	7	29.868506	28.972681	0	2.036227
Within Groups	354.636364	344	1.03092			
Total	563.715909	351				

*at 5% level of significance.

Null Hypothesis (Ho): "The Customers are happy with existing services"

Alternative hypothesis (H1): "The Customers wants MNP services"

The column in table 2, which show the cumulative satisfaction scores for different services for different services for different providers, $F < F_{critical}$, the mean satisfaction score across the mobile services is equal. Hence we are not rejecting the null hypothesis. For rows $F > F_{critical}$, therefore the mean satisfaction score across different services- providers different. Hence we reject the null hypothesis and accept the alternative hypothesis. Since

services provider are not the same through testing.

Thus, the services of different service providers are not of same satisfaction level, there by clearly showing the difference in them. This finding is obtained because of the difference in them. This finding is obtained because of the difference in the network connection, tariff rates, customer services & value added services. The definition of the ideal service quality services can be easily determined, thereby enabling the service provider to bench marking their existing processes. Thus there is still scope for each service provider to fine tune their services. Next we use one way ANOVA test all the service provider are taken together.

Table :3 shows respondents planning shift old to new network.

Features for selection Of service providers	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Quality of network	2.881	43	.006	.500	.15	.85
Technology	-1.324	43	.192	-.227	-.57	.12
Tariff offers	-8.595	43	.000	-1.205	-1.49	-.92
Value added services	.794	43	.431	.159	-.24	.56
Billing recharge	-.988	43	.329	-.205	-.62	.21
Customer services	-12.113	43	.000	-1.591	-1.86	-1.33

Interpretation:

The quality of network is more significant rather than technology, tariffs, value added services billing/ recharge and customer services.

Suggestions by customers:

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 continuously advertise different plans available to customers.
4. BSNL should take care quality of network services.
5. BSNL should issue duplicate sim card at every service centers.

For Airtel:

1. Airtel should reduce tariff and come out with variety of

features.

2. Airtel should focus on the network congestion both urban and rural areas.
3. Airtel should improve customer services and proper response to the customers.

For Idea:

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

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.

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.

For Reliance:

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

For TRAI: (TELECOM REGULATORY AUTHORITY OF INDIA)

1. To come out with inner circle number portability at earliest.
2. To standardize the services such balances enquiry numbers, customer services number, top up number, ringtones', etc. Helps the customer's in spite of shift one mobile service providers other providers.
3. To advertise more among the rural community and conduct awareness programmers' among community to choose network of there desire.

CONCLUSION:

The Telecom Regulatory Authority of India (TRAI) and Department of Telecommunication (DOT) have brought change in regulatory system, Mobile Number Portability is benefiting consumers and business to keep their existing number and can switch over telephone operator. It is help full for the customer and also improves the quality of services among the service providers. And improve fair competition among the Service providers. The respondents avails 98% prepaid services and 2%post paid services. The

respondents consists Aitel(36%), BSNL(20%), Vodafone(17%), Tata(12%), Reliance(4%), and others(4%). The respondents finally concluded that reasons for shifting are quality of signals but others are secondary only. The hypothesis proves that people shift they are not satisfied with services offered by the service providers.

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