

CONSUMER BEHAVIOUR TOWARDS MNP SERVICE WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

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. The present study aims to investigate the consumer behaviour towards Mobile Number Portability service.

KEYWORDS: Consumer Behaviour, Value Added Services, Mobile Number Portability

INTRODUCTION

The mobile communication plays a major role in telecommunication industry. Indian telecommunication sector is prosperous as Indian economies are considerably good. Mobile network comes under the service sector, which is experiencing a rapid development which in turn is supporting the growth in Indian economy, provides ample chances employment and self employment generation. The most challenging job for present day for network provides is to retain their customers. As mobile number portability has been introduced in India, retaining existing customers in now a very tough job for network providers. After the introduction of mobile number portability in India, the mobile user's switching turnover is more. Mobile number portability is the process by which one can move to another operator of one's choice, but one can retain the old number.

OBJECTIVES OF THE STUDY

Study the network switching behaviour and awareness of mobile users towards Mobile Number Portability, study the satisfaction level of current network service provider and study the satisfaction level of present network service provider.

LIMITATION OF THE STUDY

The present study has considered only the mobile users of Coimbatore city and it may not applicable to others and time has played major role in restricting the study.

RESEARCH METHODOLOGY

The universe of this study is on the mobile users of Coimbatore city. Convenience sampling applied to collect samples through questionnaire. Pilot test of the questionnaire was undertaken with 25 respondents. The sample size selected was 110. The question has two parts. The first part of the questions is personal details of the respondents and second part deals with the awareness, reasons, satisfaction of the customer regarding Mobile Number Portability. The relevant secondary data have been collected from various journals, magazines, books and websites. The collected data were coded, tabulated and analyzed with the help of statistical tools such as percentage analysis, Chi-Square test and weighted average method.

REVIEW OF LITERATURE

Muhammad Sabbir Rahman and S.M. Ferdous Azam (2010) found that the Customer satisfaction in telecommunication business is very important. As the development of cellular phone business has become critical research agenda, the requirement of understanding the satisfaction of consumers towards the services and the factors influencing the customer choice of providers is getting vital. Dr. Sandhya Joshi (2011) In her study the extraordinarily competitive telecom sector, customer satisfaction is the ultimate metric of success. The surest path to a strong business bottom line is assuring that customers receive the highest appropriate Quality of Service (QoS) across multiple applications and delivery mechanisms. S. Karthikeyan,(2011) stated that the subscribers of telecom sector or the mobile service providers like Ufone, Mobiling, Telenor etc, operating in Pakistan were targeted as the population while price fairness and customer services were taken as predicting variable towards customer satisfaction as criterion available. The “Technical Quality” is the most important dimension followed by “empathy”, “reliability”, “economy”, “responsiveness”, “image”, and “assurance”, while “tangibles” is found not significantly important. Dr. V. Kumaravel, Mr. C. Kandasamy, (2011) Mobile Number portability permits to a mobile subscriber to switch operators without changing his/her telephone number. This research paper describes that impact of mobile number portability on mobile users switch over behavior-Indian mobile market. Mobile number portability is now a crucial issue for mobile service providers. The most challenging job for the present day is that retain existing mobile customers. The mobile operator’s ability to retain its customer has a direct impact on its profitability and effectiveness. Losing a customer will affect the mobile operators in terms of cost.

MOBILE NUMBERS 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”. Mobile Number Portability has been introduced in India, in two phases. It has been introduced first in Indian metro city and group 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 MNP. 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.

RESULTS & DISCUSSIONS

To study the awareness of Mobile Number Portability service among the sample respondents to ascertain their level of awareness in five levels, namely, 'Excellent', 'Good', 'Fair', and 'Poor' The responses of the sample subscriber are presented in Table no 1. Most of the sample respondents stated that they are well aware (Good -38.18%) of MNP Services, Majority of the sample Respondents expressed their awareness (Fair – 30.00%) of MNP Services, 17.27 % (Excellent) of the respondents are highly aware about MNP Services and it can be summarized that a very few respondents are quite unaware (poor-14.55%) of MNP Services and also the table showing that 50.9 % of the respondents about heard MNP through the source of friends, 22.7% of the respondents about heard MNP through Media, 14.5% of the respondents about heard MNP through relatives, 5.5% of the respondents heard about MNP through Internet and 6.4% of the respondents about heard about MNP through Co – workers. Table no 2 reveals that Validity with a total score of 15.32 points and dominate all other factors and secure the first place. It is followed by Net work coverage secure 12.81 points in the second place, billing system secure 12.56 points and secure third place, Excessive call drops secured 12.20 with fourth place, availability of internet services is secure 12.13 points and secured fifth place, 3G Services secured 12.03 points and placed in seventh, Brand name secured 11.87 points and secure eighth place. Thus it can be concluded that above mentioned factors are main reason for changing their network. The chi-square test confirms the results at 5 per cent level of significance and results are presented in table no 3. Comparing the education qualification of the respondents and Occupation status of the respondents with awareness the calculated values (4.615 and 7.030) are less than the table value (16.919). Hence null hypothesis is accepted. There is a relationship between education level and occupation with awareness. Comparing the income level and level of satisfaction the calculated value (20.426) is more than the table value (16.919) hence the null hypothesis rejected. There is no relationship between income level and level of satisfaction. Comparing the occupation status with the level of satisfaction the calculated value (8.078) is less than the table value (16.919) hence the null hypothesis is accepted. There is a relationship between occupation and level of satisfaction.

SUGGESTIONS

The results of the study come out with the suitable suggestions to the network service providers. The existing network companies to make their customer retained by the way of introducing new schemes giving more beneficial to the customers and make proper awareness to the customers about new schemes.

CONCLUSIONS

The study concluded that there is a visible effect of the MNP on cellular service providers. They are giving more attention to retain the customer. Mobile number portability is also constrained by the fact that only operator portability is supported and people migrating out of a circle would have to surrender their number. This reduces the scope of implementation and benefits to the users. Every mobile company will try to maximize their subscribers by giving better services than other mobile companies. MNP is services that enable mobile subscriber to switch operators will retain their mobile number.

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APPENDICES

Table 1: Awareness and Sources of Awareness Towards MNP Service

Awareness	Respondents in No.	%	Sources	Respondents in No.	%
Excellent	19	17.27	Friends	56	50.9
Good	42	38.18	Relatives	16	14.5
Fair	33	30.00	Co - Workers	7	6.4
Poor	16	14.55	Media	25	22.7
TOTAL	110	100.0	Internet	6	5.5
			TOTAL	110	100.0

Source: Primary data/Computed Data

Table 2: Factors Influencing Towards the Mobile Number Portability

Factors	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	No of Sample	Weighted Average Score	Rank
Coverage	43	19	13	15	5	2	4	1	3	1	-	-	-	-	4	110	12.818	II
Billing system	16	39	22	8	7	3	5	4	2	1	-	2	-	-	2	110	12.563	III
Excessive call drops	20	21	27	11	8	5	3	6	2	1	3	-	2	2	2	110	12.209	IV
Call tariffs	30	23	13	8	7	14	5	2	4	2	-	2	-	-	-	110	12.390	III
Validity	28	22	17	7	8	7	5	5	4	2	3	2	2	-	-	110	15.327	I
Value added service	19	16	26	9	10	6	4	10	1	5	2	3	-	-	-	110	11.981	VII
Disturbance	20	27	19	7	9	6	6	2	2	4	2	2	2	3	5	110	11.981	VII
Roaming facility	19	21	27	9	4	8	6	6	2	1	2	4	2	-	2	110	12.118	VI
Poor customer care	15	29	20	8	6	8	4	4	3	4	3	2	4	3	-	110	11.7	X
Availability Coupons	26	15	14	9	5	9	8	7	6	5	-	4	-	3	4	110	11.463	IX
Frequent Tele calls	21	22	15	9	8	7	8	4	2	4	2	4	3	-	4	110	11.5	XI
Internet	26	20	21	9	9	5	2	5	4	2	3	3	-	3	-	110	12.136	V
3g service	30	20	19	9	3	3	3	6	3	4	3	3	3	4	-	110	12.036	VI
For brand name	25	25	15	12	5	4	5	3	6	3	-	2	-	3	4	110	11.872	VII
Limited services	19	21	20	6	13	8	3	1	5	4	3	-	2	4	4	110	11.463	IX

Source: Primary data/Computed Data

Table 3: Comparing Variable with Awareness and Satisfaction

Education Level with Awareness					
Variable	Excellent	Good	Fair	Poor	Total
School level	5	10	10	7	32
UG Level	6	18	9	4	37
PG Level	7	12	11	4	34
Professional	1	2	3	1	7
TOTAL	19	42	33	16	110
* Chi - square = 4.615 , DOF = 9 TV = 16.919 LOS = 0.05					
Occupation with Awareness					
Employed	7	8	6	0	21
self employed	13	18	8	0	39
House wife	13	11	13	1	38
Retired	5	2	5	0	12
TOTAL	38	39	32	1	110

Table 3: Contd.,

* Chi – square = 7.030 , DOF = 9 TV = 16.919 LOS = 0.05					
Income Level with Satisfaction Level					
Variable	HS	S	N	DS	Total
Below Rs.10000	5	38	8	2	53
10001-20000	3	12	4	1	20
20001 - 30000	1	3	2	1	7
ABOVE 30000	12	12	5	1	30
TOTAL	21	65	19	5	110
* Chi – square = 20.426 , DOF = 9 TV = 16.919 LOS = 0.05					
Occupation with Satisfaction Level					
Employed	4	14	1	1	20
Self employed	7	22	8	2	39
House wife	8	22	7	1	38
Retired	2	7	3	1	13
TOTAL	21	65	19	5	110
* Chi – square = 8.078 , DOF = 9 TV = 16.919 LOS = 0.05					

Source: Primary data/Computed Data.

Abbreviation: DOF – Degree s of freedom, LOS – Level of significance, TV – Table value, HS – Highly satisfied, S – Satisfied, N – Neutral, DS – Dissatisfied and MNP – Mobile Number Portability

