



A study on subscribers preference towards mobile number portability, in erode city

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ABSTRACT

The study brings out subscribers preference of Mobile Number Portability (MNP) in Coimbatore city. The main objective of this study is to know the subscriber inclination and major influencing factor for preferring a particular operator. The research design used in this study is descriptive research design. Data was collected from 200 subscribers, after screening the data 200 subscribers were taken into the account. Data was collected by survey method through structured questionnaire with closed ended questions. The primary data were collected through questionnaire, personal and telephonic contact with the subscribers. The secondary data were collected from the available literature sources. For distribution of questionnaire to the subscribers random sampling method was used and to collect the customer opinion survey was taken among the selected subscribers. The collected data includes personal details, preceding and existing operator, awareness of MNP, utilization of MNP and satisfaction level of MNP. Most of the educated subscribers are having the awareness about of MNP. But, in case of illiterate people no awareness is there about the MNP. Most of the subscriber made satisfied with new operator. In India, out of 851 million subscribers 13 million subscribers are makes MNP request (1.53 %) the same outcome is exposed in this study also i.e, most of the subscribers are not willing to switch their operator and they want to retain their existing operator.

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Introduction

India is the 2nd largest telecom market in the world next to China. Wireless segment with 392 million subscribers, growing at a CAGR of 62% over last 5 years nearly 60 countries have already adopted MNP. According to Frost and Sullivan report of MNP in Asian telecom market, MNP worked well in South Korea and Hong Kong, while it has proved ineffective in Taiwan, Japan and Singapore.

In Asia, India is the 8th nation to launch MNP. It will offers flexibility to the mobile subscriber to shift their operator but it fuels competition among the service provider.

MNP will aid to encourage healthy competition among telephone operators but the process, functionality, subsequent administration and maintenance is a complex one, involving the careful planning and balancing of factors such as cost, convenience, simplicity, speed, reliability, heterogeneous integration and robustness. MNP could seriously affect the usability, affordability of mobile services for users and have great impact on the profit margin.

MNP in India

On January 20th 2011, India's Prime Minister Dr.Manmohan Sing launched nation wide MNP, a move that will allow mobile telephony users to switch operators without losing their mobile numbers.

The tendency of subscriber is to move away from the incumbent and join comparatively smaller established operators, it may due to brand perception and brand awareness. The industry had not expected MNP to become a game changer, but some operators expect their subscriber base to swell quickly.

MNP's driver is quality but quality number of call drops, poor audibility, hole in network is not very different across operators.

Under MNP port-in and port-out is that 95% of subscribers are in the pre-paid category. Most of the subscriber are motivated through heavy discount and it is a short term gain play, many of these moving subscribers come back to operators who offer an extensive network, quantity distribution and service advantages.

Naveen Mishra, lead telecom analyst at Cyber Media Research, says MNP will not create a win-win situation for any operator because its not about creating a churn in the existing market. As of now, the biggest gainers from MNP have been Idea, Vodafone and Airtel and the losers have been Reliance, BSNL, MTNL, Videocon and Tata.

Objective of The Study

- ❖ Assessing the current scenario in the Indian telecom industry and its MNP adaptability
- ❖ To identify the preference of the subscribers in MNP
- ❖ To find out the factors influencing the subscribers to prefers MNP
- ❖ To identify the behaviour of port-in and port-out subscribers.

Analysis And Discussion

Inference:

The above table shows that 60% of the respondents are fully have aware about the Mobile Number portability, 24% of the respondents are partially aware about MNP and 16% of the respondents about MNP.

Inference:

The above table shows that 19% of the respondents belongs to the airtel ,19% of the respondents belongs to the

Vodafone, 15% of respondents are belongs to the BSNL and 9% of respondents are belongs to the Idea, 12% of respondents are belong to the aircel, 7% of respondents are belongs to the tata docomo, 11% of respondents are belongs to the Reliance, and remaining 9% belong to other operators .

Table No.4: Sources of information about the MNP by respondents

Sl. No.	Source of information	No. of respondents	Percentage(%)
1	Friends	52	26
2	Relatives	16	8
3	Media Advertisement	81	41
4	Internet	51	25
	Total	200	100

Inference:

The above table shows that 41% of the respondents are got information through media, 26% of the respondents are through friends, 25% of the respondents are from internet , and the remaining 8% of the respondents are from relatives

Table No.5: Satisfaction level of the respondents Towards the Performance of the MNP

Sl. No.	Particulars	No. of respondents	Percentage
1	Highly satisfied	124	62
2	Satisfied	52	26
3	Neutral	20	10
4	Dissatisfied	4	2
5	Highly dissatisfied	0	0
	Total	200	100

Inference:

The above table shows that 62% of the respondents are highly satisfied with the performance of MNP, 26% of the respondents are satisfied, 10% of the respondents are lies in neutral line and remaining 2% of the respondents are dissatisfied with the performance of MNP.

Table No.6: Consent Level of the Respondents towards the Switch over Through MNP

Sl. No.	Particulars	No. of respondents	Percentage
1	Strongly agree	0	0
2	Agree	32	16
3	Neutral	66	33
4	Disagree	76	38
5	Strongly disagree	26	13
	Total	200	100

Inference:

The above table shows that 16% of the respondents are agree about the changing the operator frequently, 33% of the respondents are neutral, 38% of the respondents are disagree, 13% of the respondents are strongly disagree.

Table No.7 Satisfaction Level of Respondent towards the Current Service Providers

Sl. No.	Particulars	No. of respondents	Percentage
1	Highly Satisfied	0	0
2	Satisfied	4	2
3	Neutral	38	19
4	Dissatisfied	56	28
5	highly Dissatisfied	102	51
	Total	200	100

Inference:

The above table shows that 51% of the respondents are highly dissatisfied with the current service provider, 28% of the respondents are dissatisfied, 19% of the respondents are Neutral, and the remaining 2% of the respondents satisfied and no one is highly satisfied with the current service provider.

Table No.8: Importance of the MNP

Sl. No.	Particulars	No. of respondents	Percentage
1	Highly Important	32	16
2	Important	102	51
3	Neutral	42	21
4	Not important	18	9
5	Highly not important	6	3
	Total	200	100

Inference:

The above table shows that 51% of the respondents reveals that MNP is important, 21% of the respondents are neutral about MNP, 16 % of the respondents reveals that the MNP is highly important, 9% of respondent say that MNP is not important and the remaining 3% of the respondents reveals that MNP is highly not important.

Table No.9: Reason for dissatisfaction towards current service provider by the respondents

Sl. No.	Particulars	No. of respondents	Percentage (%)
1	Poor connectivity	52	26
2	High tariff rate	26	13
3	Frequent Call drop	18	9
4	Poor Network	66	33
5	Bad consumer service	22	11
6	Other reason	16	8
	Total	200	100

Inference:

The above table shows that 33% of the respondents are dissatisfied due to poor Network and 26% of the respondents are dissatisfied with poor connectivity these two things make the consumer to switch over the network.

Table No.10: Respondents plunk Towards Switch Over

Sl. No.	Particulars	No. of respondents	Percentage
1	Already switch over	28	14
2	Switch over in future	23	12
3	Remain in same network	149	74
	Total	200	100

Inference:

The above table shows that 24% of the respondents are dissatisfied about their current network already switch over to other network ,12% of respondent are want to switch over to other network in future and remaining 74% of respondent are remain in their current network.

Chi-Square Analysis

Table value: 3.50435

Calculated value: 2.260

Null Hypothesis (H_0) : There is significant relationship between gender and awareness.

Alternative Hypothesis (H_1) : There is no close significant relationship between gender and awareness.

Inference

It is found from the above table that calculated value is lesser than the table value at 2 degree of freedom. So, Null hypothesis (H_0) accepted. Hence it is concluded that there is significant relationship between gender and awareness.

Inference:

There is positive relation between the respondent's awareness and rating.

Table No.1: General Profile of the respondents

Particulars	Classification	No.of Respondents	Percentage
Gender	Male	165	82.5
	Female	35	17.5
Age	Below 30	112	56
	31-40	47	23.5
	41-50	25	12.5
	Above 50	16	8
Education Level	Illiterate	49	24.5
	Schooling	119	59.5
	Collegiate	22	11
	Professionals	10	05
Family Income	Below Rs.5000	36	18
	Rs.5001-10000	101	50.5
	Rs.10001-15000	37	18.5
	Above Rs.15001	26	13
Occupation	Agriculture	26	13
	Government Staff	34	17
	Private employee	22	11
	Business	28	14
	Student	58	29
	Coolie	32	16

Table No.2 : Awareness of MNP

Sl. No.	Particulars	No. of respondents	Percentage
1	Fully known	119	60
2	Partially known	48	24
3	Not aware	33	16
	Total	200	100

Table No.3: Current service provider of the respondent

Sl. No.	Service provider	No. of respondents	Percentage
1	Airtel	33	19
2	vodafone	41	18
3	BSNL	30	15
4	Idea	18	9
5	Aircel	24	12
6	Tata-docomo	14	7
7	Reliance	22	11
8	Others	18	9
	Total	200	100

Table No.11 Gender by Awareness

GENDER AND AWARENESS CROSS TABULATION					
		Awareness			Total
		Fully Known	Partially known	Not aware	
Gender	Male	101	36	27	164
	Female	18	12	6	36
Total		119	48	33	200

CHI-SQUARE TESTS

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.260 ^a	2	.323
Likelihood Ratio	2.156	2	.340
Linear-by-Linear Association	.710	1	.400
N of Valid Cases	200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.94.

Table No.12: Chi-Square income by rating
INCOME AND RATING CROSS TABULATION

	Rating			Total
	Highly satisfied	Neutral	Dissatisfied	
Income 5000 & below	34	2	0	36
5001-10000	89	10	2	101
10001-15000	32	3	2	37
Above 10000	21	5	0	26
Total	176	20	4	200

CHI-SQUARE TESTS

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.780 ^a	6	.342
Likelihood Ratio	7.003	6	.321
Linear-by-Linear Association	2.410	1	.121
N of Valid Cases	200		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .52.

TABLE VALUE : 10.51305

CALCULATED VALUE : 6.780

Null Hypothesis (H_0) : There is significant relationship between income level and satisfaction level.

Alternative Hypothesis (H_1): There is no close significant relationship between income level and satisfaction level.

INFERENCE

It is found from the above table that calculated value is lesser than the table value at 6 degree of freedom. So, Null hypothesis (H_0) accepted. Hence it is concluded that there is no close significant relationship between income and satisfaction.

CORRELATION

		Awareness	Rating
Awareness	Pearson Correlation	1	.220
	Sig. (2-tailed)		.242
	N	200	200
Rating	Pearson Correlation	.220	1
	Sig. (2-tailed)	.241	
	N	200	200
Spearman's	Awareness	Correlation Coefficient	2.000 .224
		Sig. (2-tailed)	. .230
		N	200 200
	Rating	Correlation Coefficient	.224 1.000
		Sig. (2-tailed)	.230 .
		N	200 200

Suggestions

- ❖ Most of respondent are not aware about Mobile Number Portability due to illiteracy so the government should take proper action to take MNP to common public by television advertisement
- ❖ Still awareness has to be created among the post paid users about MNP.
- ❖ Thus MNP create competition over the network provider this make advantage to public
- ❖ The charge may be reviewed after a period of one year.
- ❖ The service providers should improve the quality of service to make the customer remain in the same network.

Findings

- ❖ 60% of the respondents are fully aware of MNP
- ❖ It is observed that 90% of respondents belongs to Airtel
- ❖ Most of the respondents are aware of MNP through media advertisement
- ❖ 62% of the respondents are highly satisfied with MNP
- ❖ 38% of the respondents are disagree towards the switch over through MNP
- ❖ 58% of respondents are highly dissatisfied with current service providers
- ❖ 51% of the respondents reveals that MNP is important for Indian market
- ❖ Most of the respondents are dissatisfied with poor network and connectivity
- ❖ 74% of the respondents are wish to remain in the current network

Conclusion

The MNP is a very good system is introduced by the TRAI. This system helps the customer to switch over to another if they are not satisfied with the current network provider's service or other factors.

From this study we came to know that most of the people are dissatisfied with poor connectivity and network problem. Even though the subscribers are facing these kinds of problems frequently with the current service provider, they remain in the

same network, this is because most of the service providers are providing the service alike. Hence, the subscribers are fed up with all the service providers and they remains in the same network. To avoid these kinds of problems the service providers has to provide quality service to their subscribers. And also the TRAI has to insist the service providers to offer a quality service to the subscribers.

TRAI has to do is to create an awareness among the people about MNP, for that TRAI has to conduct various advertisement campaigns to make people aware about the system fully.

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