

CONSUMER SATIFICATION OF MOBILE NUMBER PORTABILITY

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ABSTRACT

Indian telecommunications industry is ranked 2nd after china for having a large tele communication network in the world. Mobile number portability in India is a new concept. It came into action in all telecom service areas on 20th January 2011. Mobile number portability (MNP) refers to the ability of mobile phone users to retain their mobile numbers when changing from one network operator to another in the same circle. An exploratory research was adopted using a convenience sampling technique with a sample size of 150 respondents to understand the satisfaction of the mobile users in Ahmedabad city in the context of the option of the mobile number portability. Also, this researched focused on measuring the satisfaction level of respondents with respect to service provider and to know that how attractive was the option Mobile Number Portability (MNP) and reasons thereof. Lastly, to identify to which mobile service provider they wanted to switch.

KEYWORDS: Telecommunication, Portability, Mobile Number, Satisfaction, Service.

INTRODUCTION

The term market originates from the Latin noun “marcates” Which means “a place where business is conducted “. A laymen has somewhat similar notion of the word market which brings to his mind of the place where the buyers and sellers personality interact and finalise deals however for the students of marketing it has wider and deeper implication. It is not merely, a place of exchange but an arrangement that provides an opportunity for exchanging good and services.

STATEMENT OF THE PROBLEM

This study concentrated mainly on the consumer satisfaction of MNP.

OBJECTIVES OF THE STUDY

- ❖ To study about the consumer satisfaction of MNP.
- ❖ To analysis the problems and evaluate the switch over procedure of MNP.
- ❖ To make suggestion to improve MNP in the study area.

METHODOLOGY

This study was based on convenient sampling methods both primary and secondary data were employed for the purpose of data collection.

The first-hand information was to be collection from the respondent by using a predetermined interview schedule sample of respondents residing at Thiruvarur town. The secondary data were collected from books, newspapers magazines and websites.

DATA ANALYSIS & INTERPRETATION

Table – 1

Period of usage Previous Service

<u>S.No</u>	<u>Period</u>	<u>No. of Respondents</u>	<u>Percentage</u>
1.	Below 1 Year	12	20
2.	1 to 2 Year	22	36.67
3.	3 to 4 Year	12	20
4.	Above 4 Year	14	23.34
Total		60	100

Sources: Primary Data:

From the table it represents that the period of usage previous service it is observed that the 60 of respondents are having previous Service in 1 to 2 Years 20 percentage only respondents are having the previous service below 1 year.

DIAGRAM – 1
Period of Usage Previous Service

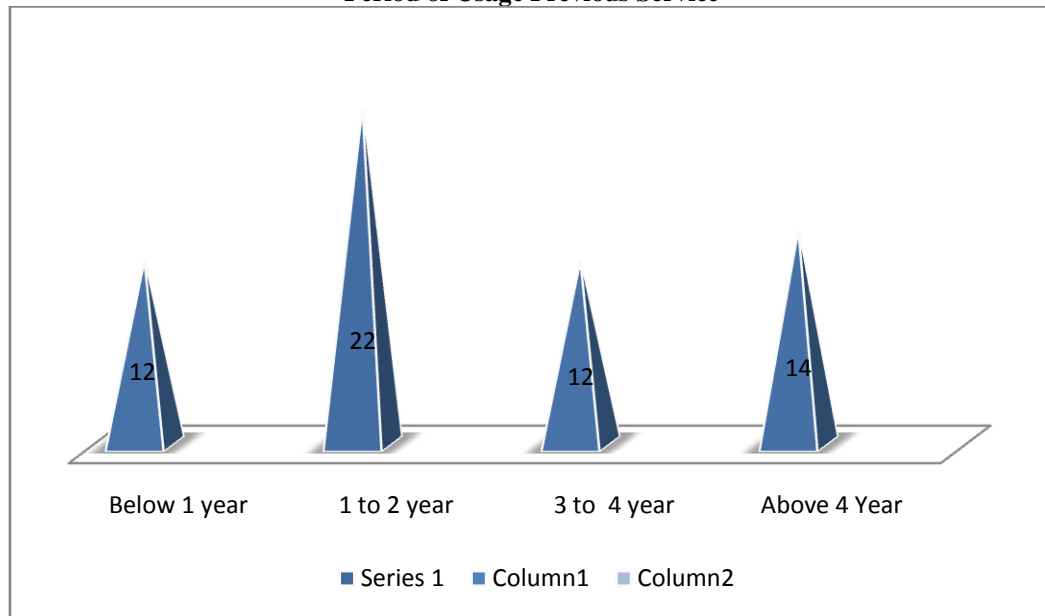


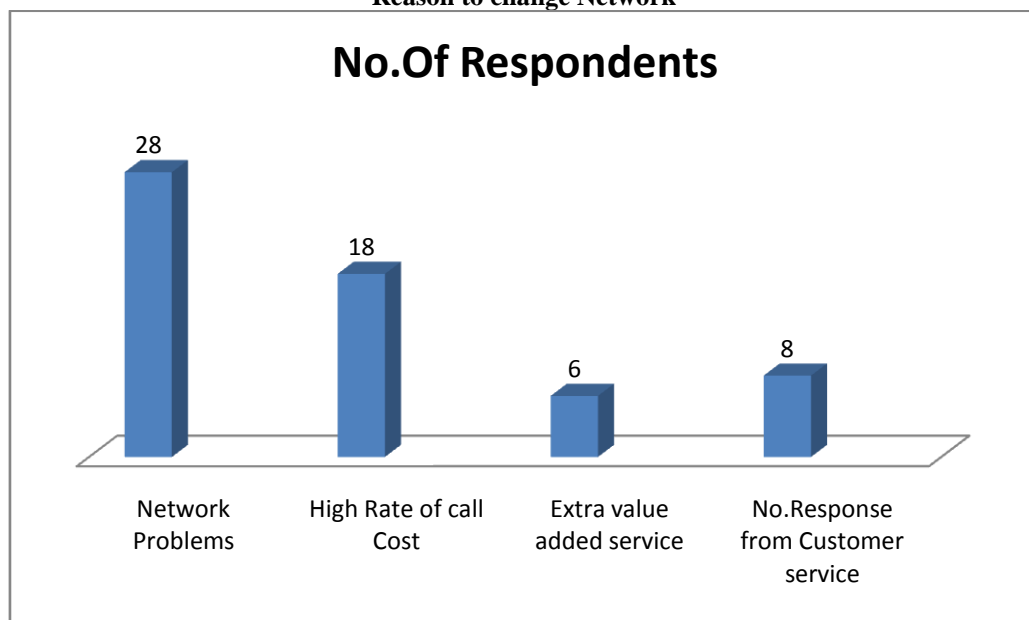
Table – 2
 Reason to change Network

<u>S.NO</u>	<u>REASONS</u>	<u>No. Of Respondents</u>	<u>Percentage</u>
1.	Network Problems	28	46.66
2.	High Rate of Call Cost	18	30
3.	Extra value added Service	6	10
4.	No. of Respondents From Customer Service	8	13.34
Total		60	100

Sources: Primary Data

From the above table it indicates that the reason for changing network. In 16.6 of respondents at changing network due to network problems. Only 10 of the respondents are changing their network due to value added service.

DIAGRAM – 2
Reason to change Network



FINDINGS

This chapter focus on the findings, suggestions and conclusion. It provide major consequences of the research part.

- Highest number of respondents changing his/her network to idea. The lowest of respondents change his/her respondent Videocon.
- Highest number of respondents changes the network from Aircel to others.
- Highest number of respondent change his/her network due to network problems to other.
- Highest numbers of respondents are now about MNP through friends to others.
- Highest Number of respondents GPRS and New Rate cutter to other.

SUGGESTIONS

Mobile number portability (MNP) service will be available nation wide from tomorrow, January-20-2010.MNP allows a mobile phone subscriber to migrate from one service provider to other without having to change his/her mobile number. It was a much awaited service countries like US having portability services for local landline phones as well.

- To create awareness about rules and regulations of MNP.
- To reduce time for the process of network changes.
- To avoid charges for the MNP services.
- To improve service quality of call centres.
- To provide better customers redressal activities by the centres to avoid switch *over the MNP*.

CONCLUSION

Continuous improvement implies that business philosophies must change from meeting expectations. Exceeding consumer expectations is a change in goal because customers continuously revise and upgrade their expectations. To conclude the consumers are satisfied about the MNP in Thiruvavarur Town is mainly focus more number of customers switch over to JIO Operators because of free service.

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AUTHORS

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