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“MNP – A major concern of Telecom Operators in Gujarat”

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ABSTRACT

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. Indian mobile market is one of the fastest growing markets and is forecasted to reach 868.47 million users by 2013. Gujarat has seen rapid increase in the number of players which caused the tariff rates to hit an all time low. This allowed the players to target the low income population thereby increasing the market share. The random samples of 200 mobile users were surveyed. The variables considered for the study are Consumer demographics, Consumer satisfaction with existing service provider, Factors influencing the switching behaviour and factors that affect the switching behaviour of consumers. The results from the study reveal that call rates plays the most important role in switching the service provider followed by network coverage, value added service and customer care.

Keywords : MNP, GSM, CDMA, TRAI, Portability.

INTRODUCTION:

Switching behaviour can be enunciated as the process of being loyal to one service and switching to another service, due to dissatisfaction or any other problems. Even if a consumer is loyal to a particular brand, if the brand does not satisfy his/her needs, the consumers switch to a competitor brand.

This paper brings to light the reasons behind that Mobile Number Portability on Switching Behavior-Indian Mobile Market. 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.



METHODOLOGY OF THE STUDY:

The study is based on the primary data. The relevant secondary data have been collected from various journals, magazines, books and websites. The collected data were coded, tabulated and analyses with the help of a few statistical tools.

Problem identification

- Consumers have every chance of switching the mobile service provider due to industry expansion.
- Mobile industry is growing technically and becoming economical due to competitor's innovative and attractive services.
- Number of players in this sector is increasing, so each one of them wants to overplay others to attract the consumers.

SCOPE OF THE STUDY:

The present study can be extended to other geographical areas.

- It can be extended to study the usage of mobile services of different age groups and accordingly new plans can be formulated.
- This study can be extended to understand the switching behaviour of a particular cellular service provider.

OBJECTIVES OF THE STUDY:

- To find out network switching behavior of mobile users.
- To know the reason for network switching.
- To examine the growth of Mobile number portability in India.
- To identify factors which determine the network switching behavior of mobile users
- To know the satisfaction level of current network service provider.

SAMPLE DESIGN:

The present study is infinite. Hence, it was decided to use convenient sampling method. Since the study connected to the Gujarat people, sample chosen consisted of 200 respondents representing from different status viz., businessmen, professionals, students, employees etc.

Data Collection

In this survey, the primary data was obtained by administering structured questionnaires. The secondary data was collected through various literature reviews and articles.

ANALYSIS AND DISCUSSION

Chi Square Test

Relation between the switching of service providers and the factors*

H0: There is no relation between the switching of service providers by consumers and the factors* that affect it.

H1: There is a relation between the switching of service pro-

viders by consumers and the factors* that affect it.

(*Factors – Better Network Coverage, Call Rate Tariffs, Value Added Services, GPRS, 3G Service, Low Hidden Charges, Low Switching Cost, Availability of Recharge Facility, Customer Support Interaction)

With the help of Minitab 15 English software

Chi-Square Test: C1, C2, C3

Expected counts are printed below observed counts

Chi-Square contributions are printed below expected counts

	C1	C2	C3	Total
1	95	19	26	140
	47.89	23.33	68.78	
	46.346	0.805	26.607	
2	77	24	39	140
	47.89	23.33	68.78	
	17.696	0.019	12.892	
3	45	31	64	140
	47.89	23.33	68.78	
	0.174	2.519	0.332	
4	71	23	46	140
	47.89	23.33	68.78	
	11.153	0.005	7.544	
5	32	26	82	140
	47.89	23.33	68.78	
	5.272	0.305	2.542	
6	30	26	84	140
	47.89	23.33	68.78	
	6.682	0.305	3.369	
7	23	15	102	140
	47.89	23.33	68.78	
	12.935	2.976	16.048	
8	23	24	93	140
	47.89	23.33	68.78	
	12.935	0.019	8.531	
9	35	22	83	140
	47.89	23.33	68.78	
	3.469	0.076	2.941	
Total	431	210	619	1260

Chi-Sq = 204.497, DF = 16, P-Value = 0.000

Conclusion:

Since, Significance Value = 0.00 < 0.05 we accept alternative

hypothesis. There is a relation between the switching of service providers by consumers and the factors that affect it.

Interpretation:

- Above table show our main objective of this survey that is factors affecting the customers to change telecom operator.
- This will get the score & find out the factors which are strongly influence the customer's decision.
- Some common factors which are strongly influencing are: **(Factors having the score of more than 294 out of 420 i.e. more than 70%)**

- Better network with score of 349 i.e. 83.09%
- Call rate tariff with score of 318 i.e. 75.71%
- GPRS with score of 305 i.e. 72.61%.
- From Table, shows the overall result of the survey & i can interpret that following are the factors which have No or very less influence on the decision:

(Factors having the score of more than 294 out of 420 i.e. more than 70%)

- Value added services with score of 261 i.e.62.14%
- Customer support interaction with score of 232 i.e. 55.24%.
- 3G services with score of 230 i.e. 54.76%
- Low hidden charges with score of 226 i.e. 53.80%

Kendall's W Test

Hypothesis

H0: There is no agreement among the respondents for ranking the factor to shift from the operator services.

H1: There is high level of agreement among the respondents for ranking the factor to shift from the operator services.

With Help of SPSS Statistical Software

Ranks

	Mean Rank	Assigned Rank
Poor Network clarity	2.86	1
High tariffs of Call Rate	2.79	2
Value Added Services	3.73	4
GPRS&3G	3.95	5
Hidden Charges	3.29	3
Customer Support Interaction	5.00	6
Unavailability of Recharge Facility	6.38	7

Test Statistics

N	140
Kendall's Wa	0.359
Chi-Square	301.346

Wa Kendall's Coefficient of Concordance

Kendall's W test is carried out to know the most prominent feature that decides the Switching of mobile network.

Conclusion:

Thus, H0 is rejected. The rejection of H0 indicates the high level of agreement among the respondents for ranking the factor to shift from the operator services.

Markov Chain**Markov Chain Analysis used for find switching Behaviour**

	Network	Vodafone	Airtel	Idea	Reliance	BSNL	Tata Docomo	Uninor	Aircel	Videocon
P	Vodafone	0.57	0.04	0.09	0	0	0.13	0.17	0	0
	Airtel	0.16	0.25	0.11	0.07	0.07	0.16	0.18	0	0
	Idea	0.19	0.11	0.27	0.03	0.14	0.08	0.08	0.08	0.03
	Reliance	0.46	0.12	0.04	0.15	0	0.19	0.04	0	0
	BSNL	0.33	0.07	0.1	0	0.4	0.07	0.03	0	0
	TataDocomo	0.22	0.17	0.06	0.06	0.06	0.33	0.11	0	0
	Uninor	0.21	0.29	0.14	0.07	0.07	0.07	0.14	0	0
	Aircel	0	0.4	0	0	0.2	0	0.4	0	0
Videocon	0.33	0	0	0	0	0	0.33	0.33	0	

Interpretation:

The above table shows the current status of various Mobile network users. To carry out the possible switch over brand analysis, Markov-chain is used. At the end of one month time period, Vodafone network users will remain in the same brand followed by Tata Docomo Network users. The possibility of switching the brand may occur from Reliance to Vodafone.

FINDINGS:

- o Call rates play the pivotal role in switching the service provider followed by Network coverage, value added service, Consumer care and advertisement which plays the least important role.
- o Poor network coverage, Frequent Network Problems, High call rates, Influence from family and friends are the most important factors which affects the switching behaviour.
- o 47% of consumers are likely to switch to other service provider. About 39% of consumers do not prefer switching their service provider. And 14% of consumers have a neutral stance on switching their service provider.

CONCLUSION:

The research survey results show that more Number of Unhappy Mobile Service users are there in India. According to research IDEA Cellular, Bharti Airtel and Vodafone emerged as most preferred mobile service operators in terms of MNP, continues to gaining customers from other service providers. Even though we have not included the following operators for our research but most of the respondent they gave their opinion about their service according to their opinion, Reliance Communication (RCOM – GSM / CDMA), Tata TeleServices (Tata Indicom), Uninor and PSU - BSNL are biggest loser in terms of MNP. This paper also highlights that there are some evidences shows that satisfaction has a major influences on switching behavior and mobile operators which satisfy the needs of the users at an affordable cost can stand the test of time. More number of young mobile customers prefers mobile number portability than old age respondents. Switching is quite high in the pre-paid customer segment due to low switching costs and competitive tariff plans. Hence, investment in network and technology should go on to improve the geographic coverage, seamless connectivity and speed.

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