



CUSTOMER PORTABILITY BEHAVIOUR ON MOBILE PHONE NETWORK SERVICES [REFERENCE TO AIRCEL NETWORK SERVICE TO OTHERS IN CHENNAI CITY]

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ABSTRACT

Customer Portability behaviour purely based on the customer satisfaction. People use different network service but if they are discomfort and feel the other service provider are better immediately they decide to switch over. Especially when the network service provider is in crisis and the service is poor, though the customer are loyal for many years, it is a critical situation to the customer and no way they have to port themselves to other network service provider. The purpose of this research paper is to know the recent customer portability from Aircel to other service providers because of poor service due to financial stress faced by Aircel mobile phone network service provider. The study explains the customer portability behaviour of Aircel customers to other available network service providers. The study is unique in nature by covering the Chennai city in five different areas namely east Chennai, West Chennai, Central Chennai, North Chennai, South Chennai with 50 samples from each resulted a total of 250 respondents.

KEYWORDS : Mobile Number Portability, UPC, Aircel Network, Customer Preference,

INTRODUCTION

Mobile Number Portability [MNP] is a service provided by every telecom operator under their service, it is the transfer of mobile number to another network service. People use different network, if they are dissatisfied with the service provided, they port to other mobile network service provider. Normally the healthy competitions between the different mobile phone network service providers create portability. But in the recent days ie, on January 31, 2018, Aircel group has undergone deep fund crunch due to various reasons, Aircel has closed down its services in Gujarat, Haryana etc., and in Tamilnadu there was a poor service, call drops, network issues and the customers were in critical position. Every Aircel customer tried for porting their number but the process is not positive. As a result, TRAI [Telecom Regulatory Authority of India] issued a directive asking the company to generate UPC [Unique Port Code] which facilitates MNP. This valid till April 15; 2018. Aircel not to reject any porting out request of its subscribers whose activation of mobile number in the network of Aircel group is of not less than 90 days.

REVIEW OF LITERATURE

P. Vijay, Dr. V. Krishnaveni (2016)¹ Mobile services was introduced in India in the year 1995. Licenses were issued in 20 circles which were roughly contiguous to the states and for four metros. For the first few years, the mobile services sector saw a lot of turmoil which ended with the new telecom policy of 1999. After that the mobile services took off, but not without hiccups. However in a span of 15 years the number of customers has crossed 900 million marks in 2015. The number of customers' growth per year up to 2015 was exponential in both the GSM and CDMA networks. The whooping growth was attributed not only in the government policies and need of the people but also to the very aggressive marketing schemes and policies adopted by the companies. The telephone services which were considered as a luxury, After few years it has become accessible for all class of people. In the aspect the present study focuses on the customer preferences towards the selected mobile service providers in Coimbatore district. The study is unique in nature by covering the Coimbatore city in five different areas namely East Coimbatore, West Coimbatore, Central Coimbatore, North Coimbatore and South Coimbatore with 100 samples. From each resulted a total of 500 respondents.

Palaniappan .G, Sengottaiyan .A (2015)² Telecom is one of the fastest-growing industries in India and as the second largest market in the world. The BSNL is one pioneer and the largest segment in the telecom industry. Customer perception is the primary goal of every business organization. As the rapid changing business scenario for the entire transaction activities begins and ends with the customer. This study aims to focus that to identify the perception level of the customers on BSNL mobile service provider. So, it is very essential for the service provider to Understand the influence of various Demographic variables that influence the perception and satisfaction level to win the hearts of the customers. For the purpose, a survey based descriptive research design adopted to conduct for this study in

Bhavani Town. The Simple Random Sampling Method is used to collect data and to be collected from 91 sample respondents through a structured questionnaire. The data has classified and analyzed using percentage analysis, cross tabulation and chi-square analysis. The study find that demographic perception of the respondents were identified their choosing in the mobile service provider. The demographic factor does not influence the perception of the respondents in the BSNL mobile service provider. The study concludes that the service provided by BSNL is at the satisfactory level to the respondents. BSNL should focus on the promotional measures competitive to the private sector service providers, to enhance their service activity for the satisfaction of the customers.

SCOPE OF THE STUDY

The main aim of the study is to establish a platform to examine the customer portability behaviour. The study also extends to understand the factors influencing to select the particular mobile phone network service.

OBJECTIVES OF THE STUDY

1. To identify the Portability behaviour of the customer.
2. To study the factors influencing to select the particular mobile network service provider.

SAMPLING DESIGN AND PROCEDURE

The two types of sampling methods are probability sampling and non probability sampling. In this study the researcher uses the area sampling method. The population for the study includes individuals who use various network services currently residing in Chennai city covering five different areas namely East Chennai, West Chennai, Central Chennai, North Chennai, and South Chennai. The first step the researcher contacts the major dealers to identify the Aircel network users. The respondents contacted directly and some of them through online and the researchers explain the purpose of the study. All of the respondents cooperated with willingness and provided the necessary information. The sample size consists of 250 mobile phone network users in Chennai city covering 50 respondents in each area.

ANALYSIS AND INTERPRETATION

Aircel was an Indian mobile network operator headquartered in Gurgaon, Haryana that offered voice and 2G and 3G data services. Maxis Communications held a 74% stake and Sindy securities and investments hold the remaining 26%. Aircel was founded by Chinnakannan Sivasankaran and operations in Coimbatore, Tamilnadu in 1999. It was the sixth largest mobile service provider in India with a subscriber base of 84.39 million subscribers as of December 2017. Aircel was a market leader in Tamil Nadu and had considerable presence in Odisha, Assam and North – East telecom circles, 2G licenses in 22 circles, 3G licenses in 13 circles and 4G licenses in 8 circles. In December 2017, Reliance Jio started with the newest of all, “the six – series mobile numbers”, keeping in mind the growing number of users in India. The growth in the number of 4G

users in the country has made the 4G base larger than the 2G users in India pushing number 2G users to second position. The following table-1 shows that the mobile telephony subscriber in India.

Table-1 The Mobile Telephony Subscribers In India.

S. No	Year/ Service Providers	BSNL	Airtel	Reliance	Vodafone	Idea	Tata	Aircel
1	2006-07	30.99	37.14	28.01	26.44	14.01	16.02	5.51
2	2007-08	40.79	61.98	45.79	44.13	24	24.33	10.61
3	2008-09	52.15	93.92	72.67	68.77	38.89	35.12	18.48
4	2009-10	69.45	127.62	102.42	100.86	63.82	65.94	36.86
5	2010-11	91.83	162	135.7	134.57	89.5	89.14	54.84
6	2011-12	98.51	181.28	153.05	150.47	112.72	81.75	62.57
7	2012-13	101.21	188.20	122.97	152.35	12.61	66.42	60.07
8	2013-14	94.65	205.39	110.89	166.56	135.79	63.00	70.15
9	2014-15	93.64	229.43	110.65	183.88	157.81	67.99	81.40
10	2015-16	101.11	254.90	103.58	198.04	175.07	61.82	87.09

Source: TRAI Report on Indian

From the above table -1 shows that the highest subscribers in India Airtel network in 2006-07 follow the 44.13 increase in 2007-08, the highest value in 93.92 in Airtel network in 2008-09, 102.42 subscriber in reliance network for 2009-10. 134.57 subscriber in Vodafone in 2010-11 , 181.28 subscriber in Airtel in 2011-12, 188.20 subscriber in Airtel in 2012-13, 205.39 subscriber in Airtel in 2013-14.

MOBILE TELECOM SERVICE PROVIDER IN INDIA

The following table-2 shows that the mobile telecommunication service provider in India.

Table-2 The Mobile Telecommunication Service Provider In India.

S.No	Service Providers	Subscribers in Millions
1	Bharati Airtel	263.09
2	Vodafone	201.90
3	Idea	190.52
4	Jio	98.9
5	BSNL	94.95
6	Reliance Communications	86.16

Source: TRAI Report on Indian

From the above table -2 shows that the mobile telecommunication service provider in India.

The highest service providers in Bharati Airtel network in 263.09 follow the Vodafone network and idea network. The lowest service provider in 86.16 of Reliance Communications.

CUSTOMER PORTABILITY BEHAVIOUR ON MOBILE PHONE NETWORK SERVICES

The Following Service Providers Considered In The Study Vodafone, Airtel, Idea, Jio, Docomo, Bsnl.

Table-3 Customer Portability Behaviour From Airtel To Other Mobile Network Service Providers

S. No	Service Providers	No. of Respondents			Total	Percentage (%)	Rank
		Students	Professional	Others			
1	Vodafone	20	10	13	43	17.20	1
2	Airtel	19	11	11	41	16.40	2
3	Idea	21	08	10	39	15.60	3
4	Jio	20	04	12	36	14.40	4
5	Docomo	10	07	15	32	12.80	5
6	BSNL	05	06	20	31	12.40	6
7	Others (Not Ported)	17	04	07	28	11.20	7
Total		112	50	88	250	100.00	-

Source: Primary Data

The above table shows the Customer portability behaviour from Airtel to other mobile network service providers. Out of 250 respondents, 43 of them ported to Vodafone, it is with 17.20% and lies in first place. Second is Airtel with 16.40%, Idea is next with 15.60%, then Jio has 14.40%, next Docomo with 12.80%, then the last is BSNL with 12.40% and 11.20% of them not ported.

FACTORS INFLUENCING THE CUSTOMER IN SELECTING THE SERVICE PROVIDER

The following factors considered in the study Service quality, Value added service, Customer care service, Tariff rates, Network coverage, Reliability and Promotional offers, and Service quality.

Table - 4 Factors Influencing The Customers To Select The Mobile Phone Network Service Provider

S. No	Factors	No. of Respondents	Percentage (%)	Rank
1	Service Quality	36	16.14	1
2	Value added services	35	15.69	2
3	Customer care service	34	15.24	3
4	Tariff rates	32	14.34	4
5	Network coverage	30	13.35	5
6	Reliability	29	13.00	6
7	Promotional offers	27	12.10	7
Total		223	100.00	-

Source: Primary Data

The above table shows the Factors influencing the customer in selecting mobile phone network service providers. Service quality is the first factors with 16.14%, Value added service is the second factor which influence the customer in selecting service provider has 15.69%, Customer care service with 15.24%, fourth place is Tariff rates with 14.34%, then it is Network coverage with 13.45%, the following is the reliability and promotional offers with 13% and 12.10%.

FINDINGS

1. It is found from the study that the majority of the respondent has ported to Vodafone, Airtel, Idea, Jio, Docomo, BSNL mobile phone network service providers.
2. It is found from the study that the majority of the respondent have given preference to Service quality, Value added services, Customer care services, Tariff rates, Network coverage, Reliability and other promotional offers in porting mobile phone network service providers.

SUGGESTIONS

1. It is found from the study that majority of the customer prefer Vodafone as the other should focus on improving their service to attract customers.
2. It is found that customers give importance to service quality, value added services and other attractive offers. The other mobile phone service providers should focus on this fact.

CONCLUSION

Airtel was the good service provider by satisfying the customers need and preference through attractive offers till 2014, after that it was slowly losing its position in the last 3 years. At last during 2018 due to severe fund crunch it has been closed down. Proper identification of the customer preference facilitate mobile phone network service provider to sustain the position. Especially the portability service provided ensures the customer to be with the same number and connected to any other preferred mobile network service provider. The result revealed that Vodafone, Jio, Airtel, Idea are most preferred mobile network service providers among others. The service quality, value added services, customer care services and promotional offers are the most influencing factors. If these factors are considered by other network providers, they can attract the new and retain the existing customers.

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