

# Consumer Awareness Towards Mobile Number Portability In Haryana - A Study

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## ABSTRACT

Mobile number portability (MNP) is a process that allows users to choose desired network or service provider. MNP is a new but a fast growing trend in the world of mobile service. In the modern age it attracts more and more and now becoming a mass revolution in the field of mobile network. This paper examines the consumer awareness and procedures followed for mobile number portability and try to find reasons for switching the service providers. The present study used exploratory as well as descriptive research designs. The data were collected from the all four divisions of Haryana state namely Hisar, Rohtak, Gurgaon and Ambala by using stratified sampling. The collected data was analyzed using different statistical techniques. SPSS (18.0 version) software was used to compile all observations and analysis of data. For content analysis, sources like newspapers, journals, articles, books, social sciences journals, professional literature and internet search were used. Result suggest that respondents are not only aware about the MNP but they also know the procedure of using MNP and network coverage, customer care, quality of service are the main factors to switch over another service provider Portability benefits subscribers and increases the level of competition between service providers, rewarding service providers with the best customer service, network coverage, and service quality.

**Keywords:** Mobile Number Portability, Mobile Service Provider, Mobile Network Operator

## Introduction

Today communication is one of the gifts for man. Communication helps in acceleration of growth of economy by transmitting information and simplifying motivation. Communication has been playing a vital role in man's life from time memorial. Invention like Telephone, Radio, Television and computer made a tremendous change in the world. The first telephone was introduced by Alexander Graham Bell, out of a wooden stand, a funnel, a cup of acid and a copper wire. The concept of wireless telephone came in mind in-1970, after Second World War. In 1979 the first commercial cellular telephone system began operation in Tokyo. It is one of the greatest achievements of late 20th Century. Its purpose is to provide universal connectivity and increase efficiency and productivity in all sectors. This system is bringing a major change in the world Scenario and transforming world in to global village. Mobility helps one to send and receive information anytime, anywhere and make one to keep up the place in the competitive world.

## Tele Communication Medias in India

Tele communication Medias in India have been laying a phenomenal role in the dimensions development activities. Satisfactory functioning of telecommunication network is an essential component of the economic infrastructure. The application of modern marketing principles in the telecom Medias would pave the way for a generation of profits and would certainly make these telecom services quite affordable to the consumers at large.

## History of Mobile Phones

Mobile phone technology began in 1947. The theory was that, a person could use a cordless type communications device by transferring the communication signal wave from one base station to the other. This meant limitless accessibility to the user and he or she could travel as per as communication station would allow. Unfortunately, the technology to do so did not exist at the time.

As technology moved forward, so did the concept of making the mobile phone theory a reality. With limited frequencies as supplied to companies by the FCC (The governing body of airwaves) as companies room began to offer selected wireless service in selected areas. As time passed, eventually we get to where we are today- wireless phones are everywhere.

Today the mobile phone towers that governs our airwaves can be seen in every town, city and off of every major road ways. They are the link that is needed to triangulate the signal we use every time we make a call. Naturally with such ever changing technology, future of the mobile phone is limitless.

## Literature Review

The phenomenal growth of mobile telephony in India has given the Indian telecommunication sector a high visibility in the media. Many newspaper and magazine articles highlight this growth, and report its segment-wise distribution. MNP in particular has received great media attention. However, not many formal studies have been undertaken on issues related to the Indian telecommunications sector. **Stefan Buehler (2007)** examines the consequences of introducing mobile number portability (MNP). As MNP allows consumers to keep their telephone number when switching providers, it reduces consumers' switching costs. However, MNP may also cause consumer ignorance if telephone numbers no longer identify networks. **Suthar (2012)** studied on consumer behavior after mobile number portability with reference to Gujarat telecom circle and reflected on mobile phone user's perception and switching barriers that discouraged them from switching operator. **Jha (2008)** suggested that it is the youth which is the real growth driver of the telecommunications industry in India. His study examined how demographics influenced the usage pattern of mobiles. **Robins (2008)** highlighted the issues in marketing the next generation of mobile telephones, viz. "3G". The first is related to the pricing of 3G handsets and services, given the high licensing fees. All variants of 3G remain dependent on largely unproven technology. He pointed out that marketing of 3G would be of high risk. First, 3G has no obviously unique selling proposition to build on except, perhaps, the combination of live video and easy portability. Second, the potential customers have not yet had adequate opportunity to signal their service likes and dislikes. Third, the cost and complexity of service provision leave doubt about the market's reaction to price.

**Bhatt (2008)** analyzed the perceptions of students on the usage, necessity, and spending on mobile phones. He also compared the students' perspectives on the different mobile handset companies and mobile service providers. **Kapoor (2009)** reported that business subscribers mostly from the postpaid category are more likely to shift their service providers' gears, while the prepaid, low and medium spenders are not likely to be motivated to switch. He suggested that, as the market grows and hyper-competition takes effect, retention of the right type of customers will become critical. He also argued that there is a powerful opportunity for operators to drive in-bound porting of high-value subscribers, provided that they have a good understanding of who is more likely to switch. Satisfaction scores on network quality dropped for almost all operators, with Airtel, BSNL and Reliance registering the greatest drops. He suggested that loyalty to operators is seen to be higher among lower socio-economic groups, older age groups, and among females.

**Yadav (2013)** studied "Effects of Mobile Number Portability in Telecom Sector - A Case Study of Idea Cellular Ltd", and figured out the impact of mobile number portability on service providers and service users with the effect on sale of IDEA and strategies adopted to retain and attract customers by IDEA cellular limited.

## **MNP Background**

The Indian Telecom industry is the fastest growing industry in the world today and Mobile Number Portability (MNP) has added to its success and growth. MNP process allows free choice of mobile operator by the subscriber. It has elevated the level of open competition amongst mobile network operators. This has left operators with no choice but to improve on quality of services and customer satisfaction. On the other hand, industry is gaining more faith as customers are no more dependent on to a single operator for their mobile number. After many delays and trial runs in Haryana, MNP was finally launched in January 2011 by Prime Minister Dr. Manmohan Singh and Telecom Minister Mr. Kapil Sibal.

MNP process was piloted in India in November 2010 and was extended to whole country in January 2011. As per the data from TRAI, 2.3 million mobile phone subscribers requested for mobile number portability in the month of August 2013 alone. To add, TRAI says 100 million mobile phone customers have already raised the request till August 2013. Mobile number portability that has been successful in many parts of the world for over a decade now not only offers the user the option to decide his/her network while retaining their number, it also provides opportunities for network operators to fascinate existing customers to their network by providing better services. Although, the movement is yet to pick up in India, in other parts of the globe, mobile operators usually offer some freebies to customers porting in to their network, while the service is also available for free and is finished in as quickly as 15-20 minutes. On the other hand, subscribers in India, have to pay a small fee of Rs. 19, if they wish to port their number to another network and often wait for around 7 days to successfully move to another operator.

## **Statement of the Problem**

In our country the growth of service marketing especially mobile phone industry is still in its infancy stage, as compared to the industrially advanced countries. It is for the fact that the economy of our country has been in the developing stage. There are various mobile phone industry mainly depends on the customer satisfaction. With the arrival of MNP, competition will increase dramatically and markets historically dominated by a single player will see increased fragmentation. It is evident that service providers with better choices and offers will benefit from this new reality. The study is undertaken to gain insight about the awareness level of MNP facility among the customers, factors influencing their porting decision and to analyze the customer's satisfaction after availing MNP.

## **Objectives of the Study**

1. To identify customer awareness about mobile number portability.
2. To identify the reasons for the switching the service provider.
3. To identify the customer satisfaction on MNP
4. To identify factors that motivate customer to switch over service provider.

## **Significance and Scope of the Study**

The present study will provide the awareness about the Mobile Number Portability. Resultantly, customers can opt so many networks and can take the benefits from mobile phone service providers in terms of best services, low call rates and better connectivity. Further, the study was confined to four divisions of Haryana State by selecting one district from each division.

## **Data Collection**

Data were collected from primary as well as secondary source. The data were collected from users belonging to the different age groups. A well-structured questionnaire was used for collection of data.

**Table 1: Awareness about the procedure followed for Mobile Number Portability.**(Please tick as  $\checkmark$ )

STATEMENT	N/%	YES	NO	TOTAL
Awareness about Mobile Number Portability	N	159	241	400
	%	39.7	60.3	100

**Source:** Survey, Data processed through PASW 18.0**Table 2: Sources of awareness about Mobile Number Portability**(Rate these factors in scale of 1 to 5 on the basis of your preference i.e. 1=Very Important, 2=Important, 3=Less Important, 4=Unimportant, 5= Least Unimportant) (Please tick as  $\checkmark$ )

S.N.	Sources of Awareness		1	2	3	4	5	9	Total
i.	Newspapers	N	113	45	1	0	0	241	400
		%	28.3	11.3	0.3	0	0	60.3	100
ii.	Television/Radio	N	57	71	30	1	0	241	400
		%	14.3	17.8	7.5	0.3	0	60.3	100
iii.	Friends	N	95	32	26	6	0	241	400
		%	23.8	8.0	6.5	1.5	0	60.3	100
iv.	Relatives	N	15	60	62	22	0	241	400
		%	3.8	15.0	15.5	5.5	0	60.3	100
v.	Magazines	N	54	76	24	4	1	241	400
		%	13.5	19.0	6.0	1.0	0.3	60.3	100
vi.	Service providers' company agent	N	32	48	42	33	4	241	400
		%	8.0	12.0	10.5	8.3	1.0	60.3	100

**Source:** Survey, Data processed through PASW 18.0

### Findings

Table 1 depicts that 241 (60.3 per cent) respondents are not aware about the procedure followed for MNP whereas 159 (39.7 per cent) respondents are aware about the procedure followed for MNP.

Table 2 depicts that **newspapers** are 'very important' sources of awareness about mobile number portability for 113 (28.3 per cent) respondents whereas the **newspapers** are 'important' sources of awareness about mobile number portability for 45 (11.3 per cent) respondents. **Television/Radio** are 'important' sources of awareness about mobile number portability for 71 (17.8 per cent) respondents whereas the **television/ radio** are 'very important' sources of awareness about mobile number portability for 57 (14.3 per cent) respondents. **Friends** are 'very important' sources of awareness about mobile number portability for 95 (23.8 per cent) respondents whereas the **friends** are 'important' sources of awareness about mobile number portability for 32 (8.0 per cent) respondents. The **relatives** are 'important' sources of awareness about mobile number portability for 60 (15.0 per cent) respondents and the **relatives**

are very 'important' sources of awareness about prepaid mobile number portability for 15 (3.8 per cent) respondent. **Magazines** are 'important' sources of awareness about mobile number portability for 76 (19.0 per cent) respondents whereas **magazines** are 'very important' sources of awareness about mobile number portability for 54 (13.5 per cent) respondents **Service provider's company agents** are 'important' sources of awareness about mobile number portability for 48 (12.0 per cent) respondents. It is observed that **Service provider's company agents** are 'very important' sources of awareness about mobile number portability for 32 (8.0 per cent) respondents.

### 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

MNP create competition over the network provider this make advantage to public

The service providers should improve the quality of service to make the customer remain in the same network.

### Conclusion

The MNP is a very good system is introduced by the TRAI. It provides facility to new comers according to their need. 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. But 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 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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