

An empirical study of customer's perception towards mobile number portability for data updation with special reference to urban area of Nasik districts

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Abstract

Information technology has changed the way of doing Communication. Technological automation creates new products, service market opportunities and better service output. Innovative Technology adoption by the Mobile service provider has enabled the use of different technology tools in the way of communication, which enable service provider to cut-off communication cost and saving money of end user. Number portability facility is enables users to change service provider from existing one to other without changing his/her mobile number. The purpose of the paper is to examine the customer perception towards mobile number portability for data updating and better service motive. Data is collected from College Students, Teachers, Businessmen, Self-Employee, Government Servant, and Farmer in Taluka Places city.

Keywords: mobile number portability, trai, telecom services

1. Introduction

The Indian telecom industry is one of the fastest growing in the world and is projected that India will have billion plus mobile users in recent days. Mobile Number Portability (MNP) is the process by which, customer can shift to another operator of his choice, but keeps his existing number with him/her. Mobile number portability system or number port system is different across the world in Europe the Recipient-Led system, where as in United Kingdom Donor-Led system is available. In a Recipient-Led system when a customer wishing to port his/her number to contact the new provider (Recipient) who will then arrange necessary process with the old provider (Donor). This is also known as 'Recipient-Led' porting and in Donor-Led system a customer wishing to port his/her number is required to contact the Donor to obtain a Porting Authorization Code (PAC) which he/she then has to give to the Recipient. Once having received the PAC the Recipient continues the port process by contacting the Donor. In India, MNP is launched recently which is Donor Led. Only the terminology is changed from PAC to UPC (Unique Porting Code). This research focused on mobile number portability with the special consideration given on porting, porting time, porting costs/fee, Customer demographics, customer awareness, Easy entry of new operator, launch of services by new operators, attractive/aggressive tariff plans, innovative services, quality of service, Voice quality, low call drops and state-of-the-art customer service setup etc.

2. Literature Review

Krishnan V, Bhaswar Sanyal (2011) ^[1], In their paper revealed that, After a prolonged deliberation, the Mobile Number Portability has been tabled on the Indian Telecom space and it is set to liberalize the final frontiers of competition in the Telephony space. Subscribers have been unwillingly tied on to service providers irrespective of deteriorating service standards, thanks to locked in number

series per provider. Now MNP is going to change that all for good. MNP (mobile number portability) has provided customer an excellent tool for switching the existing brands without the change in number they have and all this is possible with a very small marginal cost.

Partiksinh Sureshsinh Vaghela (2012) ^[2] "Customer Preference for Mobile Number Portability" revealed that the total number of subscribers opting for mobile number portability (MNP) has risen to 59.31 million, with Karnataka receiving the maximum number of 7.2 million requests till the end of July, according to official data. MNP allows users to switch operators while retaining their mobile numbers. "By the end of July 2012, about 59.31 million subscribers have submitted their requests to different service providers for porting their mobile number,"

Percy Okae (2013) ^[3], in his paper found that the vast majority of customers who have ported have remained with their new service providers, implying satisfaction with the choices they made. Singapore, the first country to introduce MNP in 1997 could not have made such giant strides in such short time duration.

Yadav Rajesh & Dhabade Nishant (2014) ^[4] in their paper "Mobile Number Portability: The Hype and the Impact" stated that the Government has to work out on National level Mobile Number Portability. This will enable customers to retain their mobile numbers as they move from one circle to another when they change states. Thus, not having to be on roaming and yet be able to retain the old numbers could be highly advantageous for such clients & despite minor positives for both- customers and NSPs, Indian telecom sector still waits for its real game changer.

3. Research Methodology

3.1 Need of the study

In the age of competition technological improvement has increase day by day and acquire the every space of product

and services in the world. The basic reason behind the selection of this topic is to know technological impact on customer services and operational efficiency within from College Students, Teachers, Businessmen, Self-Employee, Government Servant, and Farmer in Taluka Places city.

3.2 Objectives of the Study

The specific objectives of this study are:

1. To understand the perceptions of mobile phone subscribers towards MNP
2. To identify the awareness level of the respondents regarding MNP

3.3 Research design

The primary data was collected from Yeola Taluka College

Students, Teachers, Businessmen, Self-Employee, Government Servant, and Farmer through personal interviews and questionnaires: Questionnaire I -Students Perceptions, Questionnaire II- Teachers Perceptions, Questionnaire III Businessmen Perceptions, Questionnaire IV Self-Employee Perceptions, Questionnaire V Government Servant Perceptions, Questionnaire VI Farmer Perceptions. For collecting the secondary data internet, published authorized data and records will be reviewed. The survey was conducted on the sample of 60 customers- 10 from College Students, 10 from among the Teachers, 10 from Businessmen, 10 from Self-Employee, 10 from Government Servant, and 10 from Farmer in Taluka.

4. Analysis and Interpretation of Findings

Table 1: MNP helps in removing monopoly from the marketplace?

No	Opinion	Students		Teachers		Businessmen		Self-Employee		Government Servant		Farmer	
		No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
1.	Strongly Agree	8	40	10	50	12	60	10	50	7	35	10	50
2.	Strongly Disagree	3	15	3	15	3	15	5	25	4	20	5	25
3.	Agree	5	25	2	10	3	15	3	15	6	30	3	15
4.	Disagree	4	20	5	25	2	10	2	10	3	15	2	10
Total		20	100	20	100	20	100	20	100	20	100	20	100

Table 2: Most of the customers change their operator due to good network coverage?

No	Opinion	Students		Teachers		Businessmen		Self-Employee		Government Servant		Farmer	
		No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
1.	Strongly Agree	10	50	5	25	14	70	5	25	8	40	4	20
2.	Strongly Disagree	3	15	8	40	2	10	7	35	4	20	6	30
3.	Agree	4	20	3	15	3	15	3	15	3	15	5	25
4.	Disagree	3	15	4	20	1	5	5	25	5	25	5	25
Total		20	100	20	100	20	100	20	100	20	100	20	100

Table 3: MNP is good because it provides choice to change the operator while retaining existing number?

No	Opinion	Students		Teachers		Businessmen		Self-Employee		Government Servant		Farmer	
		No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
1.	Strongly Agree	15	75	12	60	16	80	10	50	18	90	12	60
2.	Strongly Disagree	3	15	3	15	1	5	2	10	1	5	3	15
3.	Agree	2	10	2	10	2	10	3	15	1	5	3	15
4.	Disagree	0	0	3	15	1	5	5	25	0	0	2	10
Total		20	100	20	100	20	100	20	100	20	100	20	100

Table 4: Satisfaction at affordable prices & full talk time is the reason of switching?

No	Opinion	Students		Teachers		Businessmen		Self-Employee		Government Servant		Farmer	
		No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
1.	Strongly Agree	16	80	18	90	17	85	12	60	12	60	16	80
2.	Strongly Disagree	2	10	1	5	1	5	2	10	2	10	1	5
3.	Agree	1	5	1	5	1	5	2	10	3	15	2	10
4.	Disagree	1	5	0	0	1	5	4	20	3	15	1	5
Total		20	100	20	100	20	100	20	100	20	100	20	100

Table 5: MNP provides freeness from retaining or purchasing another SIM card of new service provider?

No	Opinion	Students		Teachers		Businessmen		Self-Employee		Government Servant		Farmer	
		No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
1.	Strongly Agree	13	65	12	60	14	70	8	40	9	45	13	65
2.	Strongly Disagree	3	15	2	10	2	10	4	20	3	15	2	10
3.	Agree	2	10	3	15	3	15	3	15	5	25	3	15
4.	Disagree	2	10	3	15	1	5	5	25	3	15	2	10
Total		20	100	20	100	20	100	20	100	20	100	20	100

Table 6: Customer oriented call centers and innovative/competitive service offers helps in enhancing the sale?

No	Opinion	Students		Teachers		Businessmen		Self-Employee		Government Servant		Farmer	
		No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
1.	Strongly Agree	10	50	11	55	15	75	12	60	12	60	14	70
2.	Strongly Disagree	5	25	3	15	1	5	3	15	2	10	1	5
3.	Agree	3	15	3	15	2	10	3	15	3	15	3	15
4.	Disagree	2	10	3	15	2	10	2	10	3	15	2	10
Total		20	100	20	100	20	100	20	100	20	100	20	100

Table 7: Accurate billing system, Voice quality and low call drops are responsible for customer retention or change Operator?

No	Opinion	Students		Teachers		Businessmen		Self-Employee		Government Servant		Farmer	
		No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent
1.	Strongly Agree	12	60	16	80	16	80	15	75	16	80	17	85
2.	Strongly Disagree	1	5	1	5	1	5	2	10	1	5	1	5
3.	Agree	6	30	2	10	1	5	2	10	1	5	1	5
4.	Disagree	1	5	1	5	2	10	1	5	2	10	1	5
Total		20	100	20	100	20	100	20	100	20	100	20	100

From the above Tabular Interpretation following analysis is chalk out-

1. Analyses of Students Perceptions- Students are mostly enjoying the MNP facility. At the time of survey most of the Students are port more 2-3 operators.
2. Analysis of Teachers Perceptions- From the above interpretation Teachers are so much delicately thinking about the more talk time for long duration.
3. Analysis of Businessmen Perceptions- From the above interpretation Businessmen are enjoying the operator whose billing system is accurate, Voice quality and low call drops.
4. Analysis of Self-Employee Perceptions- Self-Employee has also preference to more accuracy in billing, Voice quality and low call drops.
5. Analyses of Government Servant Perceptions- Most of the Government servant are deliberately change operator because choice is available in the market place.
6. Analysis of Farmer Perceptions- Farmer has changed the operator because if new operator gives full network, and talk time with low price.

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5. Conclusion

The main advantages of the Number Portability service are: For the Network Provider it makes it possible to offer service subscribers a direct access to their network without need for changing the telephone number giving, more inbound traffic, higher customer loyalty, higher company value, makes a way for true competition by making it possible to offer new services also for incoming calls to the service subscribers. Gives the network operator a better view of all traffic related to his customers. Gives the network operator better control over the quality of routing. For the Service Subscriber, Makes it possible to change network provider without changing telephone number, makes it possible to change geographic location without changing telephone number, and makes it possible to change service mix without changing telephone number.

6. References

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