

A STUDY ON MOBILE NUMBER PORTABILITY IN PANJAB

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Abstract

This article is going to talk about Mobile Number Portability (MNP) in Panjab. The Indian telecommunication market is most competitive in the world and has the second-largest telephone user base. As of February 28, 2019, India had 1.18 billion mobile phone users and 21.72 Million landline users. The wireline market segment comprises of 1.80 percent of the total subscriber base, as of February 2019. Even though, in excellent services provided by telecom industry every year, nearly 5 – 6 percent of the subscriber are changing their service provider. Three hundred customers were chosen by non-probability convince sampling. The respondents who have either availed the service of mobile portability or submitted their request for MNP considered for the study.

Keywords: MNP, Indian Telcom, Mobile Market, Services

Introduction

The telecommunication services sector in India has undergone a high pace of growth since the 1990s. Further, the Indian telecommunication market is most competitive in the world and has the second-largest telephone user base. As of February 28, 2019, India had 1.18 billion mobile phone users (wireless users) and 21.72 Million landline users (wireline). The wireline market segment comprises of 1.80 percent of the total subscriber base, as of February 2019. Over the last decade, the Wireline subscriber base has shown a decreasing trend and has reduced from 37.73 million in February 2009 to 21.72 million in February 2019. However, the wireless subscriber base has shown a healthy growth and has increased from 376.12 million in February 2009 to 1.18 billion in February 2019. The Central Government has notified the National Digital Communication Policy (NDCP) 2018 to ensure the harmonious growth of the telecom sector and also to attract additional investment in the sector. Meanwhile, the Government has taken steps to update the present market. Currently, the telecom industry doing excellent services; however, every year, nearly 5 – 6 percent of the subscriber are changing their service provider. Hence, researcher identified need to study in this area.

Review of Literature

The effect of customer retention is considered to be more profitable than the effect of acquiring a new customer or market share (Reichheld, 1996). Thus making a sense for focusing on customer retention and minimizing customer switching. The customer–relationship dynamics could better be understood with the help of studying complaint patterns and triggers for switching the service provider. Therefore, in a study by using the critical incident method. The attempt was made to classify the determinants of relationship dissolution with service provider in three ways as one which push customers to switch service provider, that is, switchers, another which keep them loyal, that is, pullers and also a third

one which after switching bring them back to the old service provider, that is, sawyers (Roos, 1999). To retain customers and to ensure their great loyalty, memorable and positive service experience plays an important role which could be generated with the help of three essential service elements: functional, mechanical and human (Haeckel, Carbone & Berry, 2003; Berry, Wall & Carbone, 2006). Therefore, factors which could trigger switching would be the deficiency in any of these elements. The change in the service provider could triggered by many reasons ranging from better offers from competitors to dissatisfaction experienced by the customer (Roos & Gustafsson, 2007). Surabhi Jain (2010) with the current scenario, if a customer is dissatisfied with the service by the mobile operator either he has to reluctantly accept the service or switch to another service provider that he wishes. This paper highlights the importance of mobile number portability (MNP), which enables mobile telephone users to retain their mobile telephone numbers when changing from one mobile network operator to another. Also, requirements and compatibility for switching the network as the mobile number used for all business and family correspondence. This paper provides an in-depth description of how it affects the switching cost for the consumer, and it also includes various flavors of call routing implementation, mobile messages (SMS, MMS) to a number once it has ported. Despite so many networks why the user wants to switch to other networks will be discussed in this paper. The research paper addressed various arguments related to the pros and cons of mobile number portability such as How Could MNP Disrupt Mobile Service Providers, and how can Mobile Service Providers Benefit from MNP? A more pronounced effect of MNP is likely to be an increased focus on improving the customer experience. The research papers also give an insight into the disruptive effect of MNP on the Indian Telecom Industry. Beatrix Gruber (2012) adds that retained customers are known to be less price/cost-sensitive because the more loyal the customer, the more he is ready to accept the price than a customer without loyalty. Researches show that the cost of customer acquisition is 5 to 10

times more than the cost of customer retention, which indicates that customer retention enhances the profitability of the organization. Laura Lake (2008) proposes that 80% of the sales come from 20% of the customers and hence customer retention is not only a cost-effective and profitable strategy but also the necessity of today's business world.

Research Objective:

The main objective is to study the antecedents of Mobile Number Portability in the Panjab Telecommunication sector. However, the following is specific objective

- ✓ To identify proportion level hold, performance, and new Schemes introduced by services provider
- ✓ To Classify the average expenses, challenges, and customer preference on the mobile phone services.
- ✓ To categorize the reason for the select service provider, and suitable is suggestions to improve the MNP services.

The approach

Following a pilot study was done to identify and refine the measurement items used in the present study, a survey conducted. Primary data for the research collected with the help of a self-administered questionnaire that was primarily designed to achieve the study goals as outlined. Data collected through "personal contact," the sample was identified randomly catching those who are coming to market in Chandigarh, Sector 9, 18, 17, 37, and 19. The study also covered in Rajpura, and Ludiyana, after approaching the respondents personally and explaining in detail about the survey objectives and the purpose of the study. Three hundred customers were chosen by non-probability convince sampling. The respondents who have either availed the service of mobile portability or submitted their request for MNP considered for the study. Data collection was done over two months and 12 days, from Feb 2019 to April 12. Finally, Appropriate statistical techniques have been used, The accurate

Chi-square test (χ^2), Simple percentage analysis, Mean, Standard deviation, Coefficient of Variation have used to analyze various categories of primary and secondary data collected.

Discussion

In general, all mobile operator provides two different types of service to the customer, and one is pre-paid and second Post-paid. 81.6 percent of the male customers are pre-paid customers, and 18.4 are post-paid, similarly female customers also shown more percentage in the pre-paid customer. On the other hand, the female customers again 42.7 percent by Reliance and followed by Airtel. The SD for service operator is 1.13693, which is a bit away from the mean value; hence, the service operator widely spared out the services. Regarding the customer opinion about network coverage both male and female 55.7, 54.9 percent of customers say only on average level 1.9 percent from males, and 1.2 percent from females accept it coverage of network is excellent. Hence, unanimously, all service providers could make some steps to improve their services or try to satisfy the customer. The SD in opinion about network coverage by the service provider has .73694, which is closer than the mean value; hence, opinion about the network by the service provider is closer than services. The researcher has identified nearly 80 percent of the customers not satisfied with their SMS services because it is a passion to send many business SMS has disturbed customers. Only 1.9 percent of male customers and 1.2 percent of female customers have enjoyed their services. The SD of SMS services by the operator has .74649, which is nearby their mean, hence SMS services provided by the operator have a close relationship between services. Regarding the call rate, most of the customers seem to not agree with their service provider, even though the free call offered by the operator, this is the joke of the finding. Forty-five percent of males and 25 percent of the female strongly disagree with their call rate. As a researcher, the researcher noticed and compare with some other country India provides a good deal for call rate, however in this study shows the most of the customers are disagree

with their call rate. The SD for the call rate of the service provider is .73634, which is closer to mean value, hence the call rate offered by service provider closer than the services. The researcher also tries to find out the average monthly spending expenses to the mobile phone 25 percent of females spend more than 500 per month, and 51.6 percent of male customers spend only 101 – 200 per month, females spend more money show that they do not realize the money value. The SD of average monthly spending expenses is 1.55297, which is away from the mean value; hence, average monthly spending expenses not associated with services. The detailed figure is available in table 1.

Table 1: General opinion about the service provider

Services	Factor	Mean	SD
Services	Pre- Paid		
	Post -Paid	1.1583	.36582
Operator	Vodafone		
	Airtel		
	Idea	2.9333	1.13693
	Reliance		
	BSNL		
	Others		
	Opinion about Network	Excellent	
Good			
Average		2.9292	.73694
Poor			
Opinion about SMS	Excellent		
	Good		
	Average	3.1917	.74649
	Poor		
Opinion about New Scheme	Excellent		
	Good		
	Average	2.9792	.83063
	Poor		

Opinion about Call Rate	Excellent		
	Good		
	Average	3.2083	.73634
	Poor		
Opinion about VAD	Excellent		
	Good		
	Average	2.9000	.82228
	Poor		
Average Monthly Expenses	Less than 100		
	101 – 200		
	201 – 300		
	301 – 400	3.3000	1.55297
	401 – 500		
	More than		
	500		

Source: Primary

The hypothesis has framed as there is no significance between the service Operator, opinion about network, SMS, new Schemes, Call rate, VAD, and average monthly expenses. However, table 2 has shone the comparison between several factors with services. Except for opinion about VAD and call rate offered to customer P-value is higher than the chosen significance .138, .560, .982, .013, .556 and .132 for Services offered, operator, opinion about network coverage, opinion about SMS, opinion about new schemes, and average monthly expenses, so, the hypotheses are rejected and concluded that there is an association between network of the service provider. The other opinion about the call rate and opinion about VAD, the P-value is less than we chose our significance level 0.05. Hence there will be an association between call rate offered by service providers. The detailed figures are available in table 2.

Table: 2 Result Comparison

No	Chi-Square	Degree of freedom	Significance
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Services	2.206	1	.138
Operator	2.988	2	.560
Opinion about Network	.171	3	.982
Opinion about SMS	10.861	3	.013
Opinion about New Schemes	2.081	3	.556
Opinion about Call rate	13.060	3	.005
Opinion about VAD	13.905	3	.003
Average Monthly expenses	8.483	5	.132

Source: Primary

Table 3 shows the MNP availed customers opinion and its impact. The study shows that Airtel has a monopoly for MNP customers. Fifty-four percent of males and 51 percent of females they availed from Airtel. Reliance occupies 26 percent of the male customer and 25.8 percent of the female which is coming in second place. The researcher tries to find out the satisfaction level 72 percent of male and females' customers really, they are enjoyed. The SD of satisfaction level is .56377, which is closer to mean value; hence, satisfaction levels associated with services. After making the 7th amendment of MNP act, make it easy to mobilize, so more than 70 percent of male as well as female agreed there is no challenge in MNP. More than 50 percent of customers changed their service provider because of network coverage, 35 percent of male and 25 percent of female customers firmly accepted because of network coverage as a reason and followed by better serve as the second reason for MNP availed customers. Thirty-three percent of males and 28 percent of the females agreed on they anvil MNP because of better services provided by a service provider. SD of reason to change service provider is 1.52036, which is away from the mean value, hence there is no association between the reason to change service providers with services. Since most of the customer is satisfied with their new service provider, the researcher asked about insists to their friends and relatives. Ninety percent of the customers strongly agreed to do that, which is no wonder because already they are happy with the service provider. However, 10 percent of customers do not accept this and seem to be not happy with their service provider. The SD is .95589,

which is closer to mean value; hence, there will be a strong association between services with recommended with friends and relatives. Finally, the researcher identified 70 percent of a customer request to increase the validate period and 25 percent of customers annoyed by unnecessary SMS by the service provider.

Table: 3 impacts of MNP service and their opinion

Services	Factor	Mean	SD
New Service Provider	Vodafone		
	Airtel		
	Idea	2.5062	1.09685
	Reliance		
	BSNL		
Satisfactions	Yes	1.8875	.56377
	No		
Challenges in MNP	Yes		
	No	1.7222	.45105
Marks in New SP	Up to 50 %		
	More than 50 %	7.1974	2.000
Reason for the change service provider	Reference		
	Network		
	Service		
	Availability	2.8675	1.52036
	Price		
Could recommend friends and relatives	Prior Experience		
	Customer Support		
	Interaction		
	Yes		
How can improve the service	No	2.8675	.95589
	May be		
	Reduce unnecessary SMS	-	-
How can improve the service	Increase mobile data		
	Increase validate		

period
Reduce unnecessary
call

Source: Primary

The hypothesis has framed as there is no significance between the availed MNP customers like, their services, satisfaction level, challenges while MNP, the reason to change service provider, and suggestion to the service provider. However, table 5 has shown the comparison between several factors with services. The P-value is greater than the chosen significance .593, .437, .592, .073, .009, .420, .018 for the new service provider, Satisfaction level, challenges in MNP, Marks to the service provider, reason for change their service provider, the recommendation to friends and relatives, and suggestion to the service provider. So, the hypotheses are rejected and concluded that there is an association between network of the service provider. The detailed figures are available in table 4.

Table 4: Result for availed MNP customers

No	Chi-Square	Degree of freedom	Significance
New Service	2.792	3	.593
Satisfaction	1.654	2	.437
Challenges	.001	1	.592
Marks to the new service provider	14.363	8	.073
Reason for change	17.160	6	.009
Recommend friends	1.736	2	.420
Improve the services	10.057	3	.018

Source: Primary

Conclusion

Thus, after all the above meaningful discussion, it can be concluded that it is important to know customers opinion towards mobile number portability. From the survey found that some of the respondents are averagely satisfied and overall, the respondents are well satisfied

with the current service provider, but there is enormous competition in this industry. In this competitive environment, customers well aware of number portability and its procedure. Which shows popularly of number portability information in the minds of customers. So, the service provider should try to convert this threat into an opportunity by providing excellent service to their customers.

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