



International Journal of Physical and Social Sciences

(ISSN: 2249-5894)

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
<u>1</u>	Democracy And Governance: A Revisitational Discourse. S. T. Akindele, PhD and O. O. Adeyemi	<u>1-47</u>
<u>2</u>	Leadership: A New Synthesis. Akindele, S.T., PhD. and Adeyemi, O. O.	<u>48-93</u>
<u>3</u>	Cells involved in wear-mediated osteolysis. Mrinal K.Musib, Ph.D.	<u>94-107</u>
<u>4</u>	The Leadership and the Retention of Employees That Work for Nongovernmental Organization (NGOs) in Thailand. Matchakarn Ya-anan	<u>108-122</u>
<u>5</u>	A Review On Extent Of Sustainability Of Educational Projects: A Case Of Strengthening Of Mathematics And Science In Secondary Education (Smasse) Project In Kenya. Henry Onderi and Getrude Malala	<u>123-144</u>
<u>6</u>	Improving the educational decision –making system –from the viewpoint of members of education faculties settled in Tehran and staff managers and Specialists in the Ministry of Education. Armin Mahmoudi	<u>145-158</u>
<u>7</u>	Econometric Analysis of Income of Nomads In Irrigated Areas Of Cholistan Desert. Mariam Abbas Soharwardi, Karamat Ali and Jamal Abdul Nasir	<u>159-176</u>
<u>8</u>	Distance Education and Conventional Education; A Case Study through Review of Literature. Ms. Iffat Beg	<u>177-197</u>
<u>9</u>	‘Bt’ Cotton: Resource Use Efficiency in India. Dr. A. Balakrishna	<u>198-216</u>
<u>10</u>	Simone De Beauvoir’s Contribution To Feminism With Reference To The Second Sex. Sachin Vaman Londhe	<u>217-232</u>
<u>11</u>	Identification Of Decision Parameters Influencing Destination Choices Of Indian Domestic Tourists. Harikrishna M. and Rajat Rastogi	<u>233-263</u>
<u>12</u>	Customers Perception Towards Mobile Number Portability. Mrs. Dhanya. J. S	<u>264-282</u>
<u>13</u>	A Case Study On Employee Motivational Practices At Airport Authority Of India Limited With Special Reference To Chennai Airport. Simeon S. Simon, S. Jacob Pratabaraj and Sneha George	<u>283-301</u>
<u>14</u>	Recruitment Policies In Indian Railways–Case Study Of South Western Railway, Hubli. Dr. C. P. Manohar	<u>302-317</u>
<u>15</u>	A Study on Challenges and Opportunities for Agricultural Development in India. Dr. V. J. R. Emerson Moses	<u>318-332</u>
<u>16</u>	Emotional Intelligence Of Students In A B-School. A. K. Mohapatra and Deepak Pattnaik	<u>333-353</u>
<u>17</u>	World Economy And Terrorism: An Over View. Dr. Bhuvnender Chaudhary, Amit Sarkar and Nikhil Monga	<u>354-379</u>

Chief Patron

Dr. JOSE G. VARGAS-HERNANDEZ

Member of the National System of Researchers, Mexico

Research professor at University Center of Economic and Managerial Sciences,
University of Guadalajara

Director of Mass Media at Ayuntamiento de Cd. Guzman

Ex. director of Centro de Capacitacion y Adiestramiento

Patron

Dr. Mohammad Reza Noruzi

PhD: Public Administration, Public Sector Policy Making Management,
Tarbiat Modarres University, Tehran, Iran

Faculty of Economics and Management, Tarbiat Modarres University, Tehran, Iran

Young Researchers' Club Member, Islamic Azad University, Bonab, Iran

Chief Advisors

Dr. NAGENDRA. S.

Senior Asst. Professor,

Department of MBA, Mangalore Institute of Technology and Engineering, Moodabidri

Dr. SUNIL KUMAR MISHRA

Associate Professor,

Dronacharya College of Engineering, Gurgaon, INDIA

Mr. GARRY TAN WEI HAN

Lecturer and Chairperson (Centre for Business and Management),

Department of Marketing, University Tunku Abdul Rahman, MALAYSIA

MS. R. KAVITHA

Assistant Professor,

Aloysius Institute of Management and Information, Mangalore, INDIA

Dr. A. JUSTIN DIRAVIAM

Assistant Professor,

Dept. of Computer Science and Engineering, Sardar Raja College of Engineering,
Alangulam Tirunelveli, TAMIL NADU, INDIA

Editorial Board

Dr. CRAIG E. REESE

Professor, School of Business, St. Thomas University, Miami Gardens

Dr. S. N. TAKALIKAR

Principal, St. Johns Institute of Engineering, PALGHAR (M.S.)

Dr. RAMPRATAP SINGH

Professor, Bangalore Institute of International Management, KARNATAKA

Dr. P. MALYADRI

Principal, Government Degree College, Osmania University, TANDUR

Dr. Y. LOKESWARA CHOUDARY

Asst. Professor Cum, SRM B-School, SRM University, CHENNAI

Prof. Dr. TEKI SURAYYA

Professor, Adikavi Nannaya University, ANDHRA PRADESH, INDIA

Dr. T. DULABABU

Principal, The Oxford College of Business Management, BANGALORE

Dr. A. ARUL LAWRENCE SELVAKUMAR

Professor, Adhiparasakthi Engineering College, MELMARAVATHUR, TN

Dr. S. D. SURYAWANSHI

Lecturer, College of Engineering Pune, SHIVAJINAGAR

Dr. S. KALIYAMOORTHY

Professor & Director, Alagappa Institute of Management, KARAIKUDI

Prof S. R. BADRINARAYAN

Sinhgad Institute for Management & Computer Applications, PUNE

Mr. GURSEL ILIPINAR

ESADE Business School, Department of Marketing, SPAIN

Mr. ZEESHAN AHMED

Software Research Eng, Department of Bioinformatics, GERMANY

Mr. SANJAY ASATI

Dept of ME, M. Patel Institute of Engg. & Tech., GONDIA(M.S.)

Mr. G. Y. KUDALE

N.M.D. College of Management and Research, GONDIA(M.S.)

Editorial Advisory Board

Dr. MANJIT DAS

Assistant Professor, Deptt. of Economics, M.C.College, ASSAM

Dr. ROLI PRADHAN

Maulana Azad National Institute of Technology, BHOPAL

Dr. N. KAVITHA

Assistant Professor, Department of Management, Mekelle University, ETHIOPIA

Prof C. M. MARAN

Assistant Professor (Senior), VIT Business School, TAMIL NADU

Dr. RAJIV KHOSLA

Associate Professor and Head, Chandigarh Business School, MOHALI

Dr. S. K. SINGH

Asst. Professor, R. D. Foundation Group of Institutions, MODINAGAR

Dr. (Mrs.) MANISHA N. PALIWAL

Associate Professor, Sinhgad Institute of Management, PUNE

Dr. (Mrs.) ARCHANA ARJUN GHATULE

Director, SPSPM, SKN Sinhgad Business School, MAHARASHTRA

Dr. NEELAM RANI DHANDA

Associate Professor, Department of Commerce, kuk, HARYANA

Dr. FARAH NAAZ GAURI

Associate Professor, Department of Commerce, Dr. Babasaheb Ambedkar Marathwada University, AURANGABAD

Prof. Dr. BADAR ALAM IQBAL

Associate Professor, Department of Commerce, Aligarh Muslim University, UP

Dr. CH. JAYASANKARAPRASAD

Assistant Professor, Dept. of Business Management, Krishna University, A. P., INDIA

Technical Advisors

Mr. Vishal Verma

Lecturer, Department of Computer Science, Ambala, INDIA

Mr. Ankit Jain

Department of Chemical Engineering, NIT Karnataka, Mangalore, INDIA

Associate Editors

Dr. SANJAY J. BHAYANI

Associate Professor, Department of Business Management, RAJKOT, INDIA

MOID UDDIN AHMAD

Assistant Professor, Jaipuria Institute of Management, NOIDA

Dr. SUNEEL ARORA

Assistant Professor, G D Goenka World Institute, Lancaster University, NEW DELHI

Mr. P. PRABHU

Assistant Professor, Alagappa University, KARAIKUDI

Mr. MANISH KUMAR

Assistant Professor, DBIT, Deptt. Of MBA, DEHRADUN

Mrs. BABITA VERMA

Assistant Professor, Bhilai Institute Of Technology, DURG

Ms. MONIKA BHATNAGAR

Assistant Professor, Technocrat Institute of Technology, BHOPAL

Ms. SUPRIYA RAHEJA

Assistant Professor, CSE Department of ITM University, GURGAON

Title

**CUSTOMERS PERCEPTION TOWARDS MOBILE
NUMBER PORTABILITY**

Author(s)

Mrs. Dhanya. J. S

Asst. Professor,

College of Engineering,

Trivandrum

ABSTRACT:

Mobile number portability has become the order of the day and it is all about keeping the same mobile phone number when moving from an existing service provider to a new provider. The report was prepared on the basis of a comparative study, done to know the pros and cons of Mobile Number Portability System (MNPS) from both customer as well as service provider's perspective. Data was obtained through personal interview method at Bangalore. Two questionnaires were prepared; one for cellular service providers and second for the customers. After the Study, it was found that, Customers are eagerly waiting for such a service, where customer can change service provider without changing mobile number. Introduction of MNPS will lead to number of advantages to the customers like low tariff, flexibility to change, good network and more VAS. Major drawback of MNPS for customer will be relatively less as compared to that of service provider. Service providers do not seem to be happy with MNPS. They will face problems like losing customer base, cut-throat competition, and financial loss and also they will have to upgrade their network.

**INTRODUCTION:**

Mobile number portability (MNP) enables [mobile telephone](#) users to retain their mobile [telephone numbers](#) when changing from one [mobile network operator](#) to another.

It's a new development in Mobile Communication Technology. In India there are more than 700 million mobile users. In this service [the mobile](#) user can switch to other service provider without

changing the mobile numbers. Both prepaid and postpaid tele-users have the facility to switch to other favourable tele-operators. The Number of Unhappy Mobile Service users now crossed 129.85 lakh in India by end of June 2011. According to the data released by Telecom Regulatory Authority of India (TRAI), once again Gujarat has ranked number one in the country in terms of requests made for Mobile Number Portability (MNP), with 12.98 lakh subscribers opting for the facility from the state. Out of these 129.85 lakh MNP Port Out Requests in MNP Zone-I (Northern & Western India) maximum number of requests have been received in Gujarat (12.98 lakh) followed by Maharashtra (10.32 lakh) whereas in MNP Zone-II (Southern & Eastern India) maximum number of requests have been received in Karnataka (9.83 lakh) followed by Andhra Pradesh Service area (9.55 lakh).

OBJECTIVES OF THE STUDY:

1. To Study and Analyze Consumer Perception towards mobile number portability services and their intention to avail service provider.
2. To Study and analyze factors Influencing consumer perception to change their service provider.
3. To determine the rate of switching of customers to different service providers
4. To analyze the most preferred service provider.

SCOPE OF THE STUDY:

It is aimed to study Indian telecom sector and consumer perception towards mobile number portability services. To know whether People want to change their current mobile service provider when they are permitted to retain the current mobile phone number that they have. And also what are the factors which influence consumer's to change their service provide

LIMITATIONS OF THE STUDY:

- The research was conducted in a limited area.

- The possibility of biased responses can't be ruled out.
- Lack of interest of respondents.

RESEARCH METHODOLOGY AND RESEARCH DESIGN:

Sample Size: 100(75 Customers and 25 Service Providers)

Nature of Data: Primary Data and Secondary Data

Target Audience: software employees working in Bangalore and also the service provider

Sampling Method: Non-probability/Convenience sampling method was used for the study

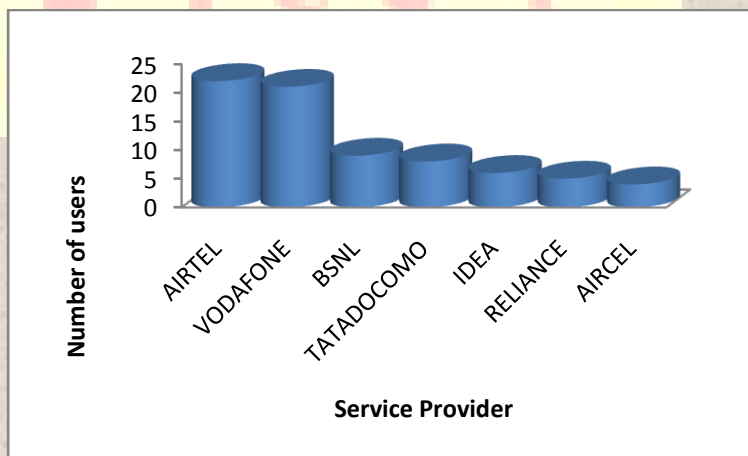
Research Design: Exploratory Research

ANALYSIS AND INTERPRETATION OF DATA:

For the purpose of analysis and interpretation of data statistical methods and tools like Tabulation, pie charts and graphs are used in this research. Analysis and interpretation of data enables the process of filtering and editing of data. It also throws light on what are the different categories or unit of Analysis involved in the Research. Thus at the end of interpretation process all the raw data gets transformed into useful facts and information that facilitate decision making.

Table 1: **Dominant player in Bangalore market.**

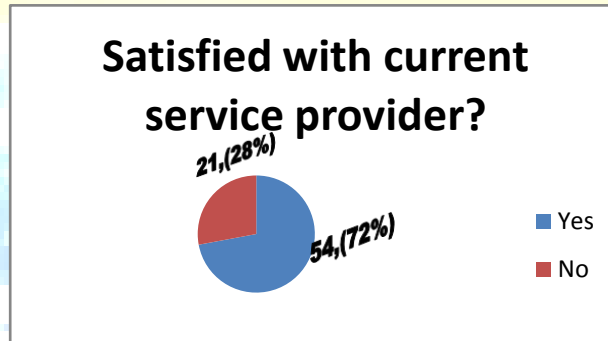
SERVICE PROVIDER	USERS
AIRTEL	22
VODAFONE	21
BSNL	9
TATADOCOMO	8
IDEA	6
RELIANCE	5
AIRCEL	4
TOTAL	75



INFERENCE: Out of 75 customers Airtel with 22 (29.3%) customers and Vodafone with 21 (28%) customers was found dominating player in Bangalore market followed by BSNL and Tata Docomo with 9 (12%) and 8 (10.6%) customers respectively.

Table 2: Customers satisfaction with current service provider

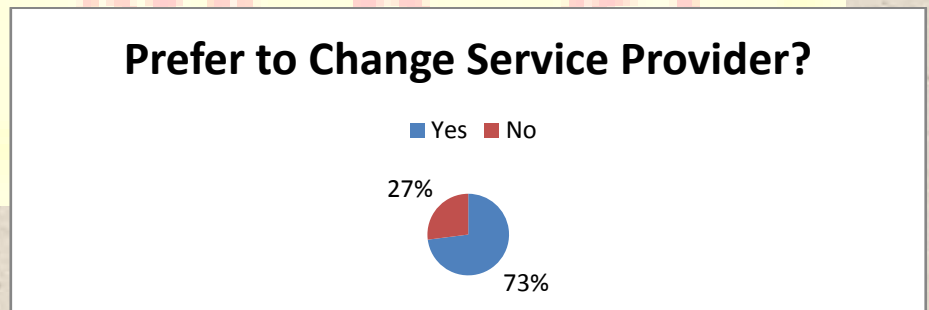
Q2 Satisfied with current service provider?	
Yes	54
No	21



INFERENCE: Out of 75 respondents, 54, (72%) respondents are satisfied and 21, (28%) respondents were not satisfied with the services of current service provider.

Table 3a: Willingness of customers to accept Mobile Number portability

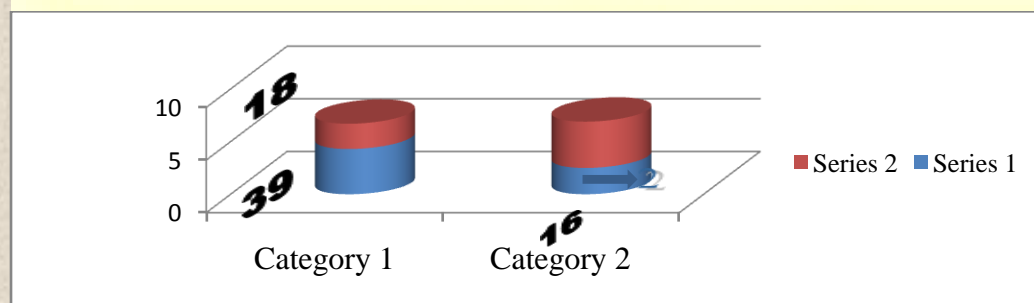
Prefer to Change?	Responses
Yes	55 (73%)
No	20 (27%)



INFERENCE: Out of 75 respondents 55 respondents would like to change their service provider if given a chance to which provider with same mobile number.

Table: 3b: Satisfaction with the change of Service provider

	Satisfied	Not Satisfied	Total
Willing To Change	39	16	55
Not Willing To Change	18	2	20
Total	57	18	75



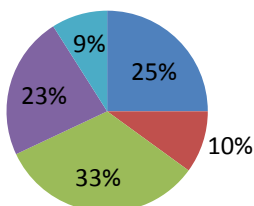
INFERENCE: From above table and chart, it was found that out of total 57 customers who were satisfied with the services of current provider, 39 customers are willing to change their service provider. Out of 18 customers who were not satisfied with the services of current services provider, 16 customers were willing to change their services provider. Large number of customers was satisfied with the services but even then they were willing to change their service provider in search of better prospects. So If Mobile Number Portability system comes into action, there is a chance that people will accept it.

Table 4 (a): **Reasons that influences the customer to switch to other Service provider.**

Reason for change	No of customer
Flexibility to change service provider	14 (25%)
Low switching cost	6 (10%)
Low tariffs of other providers	18 (33%)
More value added service by other provider	13 (23%)
Worst service of current provider	4 (9%)
Total	55 (100%)

Reason for changing the service provider

- Flexibility to change service provider
- low switching cost
- low tariffs of other providers
- More value added service by other provider
- worst service of current provider



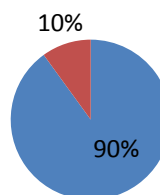
INFERENCE: Out of 55 customers who were willing to change; 18 (33%) customer are willing to change in search of low tariffs of other service providers, 14 (25%) customer want to change because of flexibility to change service provider without changing mobile number, 13 (23%) customer want to change because of more value added services provided by other services provider, 6 (10%) and 4 (9%) were willing to change because of low switching cost and worst services of current services provider.

Table 4(b): **Reason for hesitation for MNP**

Reason	No. of Respondent
Happy with Current Provider	18
Corporate Plan, So cannot Change	2

Reason for not changing

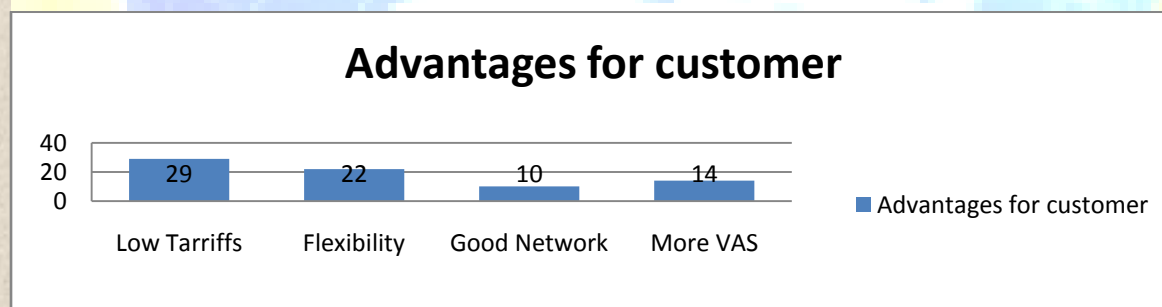
- Happy with current provider
- corporate plan, so cannot change



INFERENCE: Out of 20 customers who were not willing to change; 18 (90%) customers are not willing to change because they are happy with their current cellular service provider. 2 (10%) customers are not willing to change because they have corporate plan provided by their organizations, so even if they are willing to change, they cannot change.

Table 5: Advantages of Mobile Number Portability System to customers

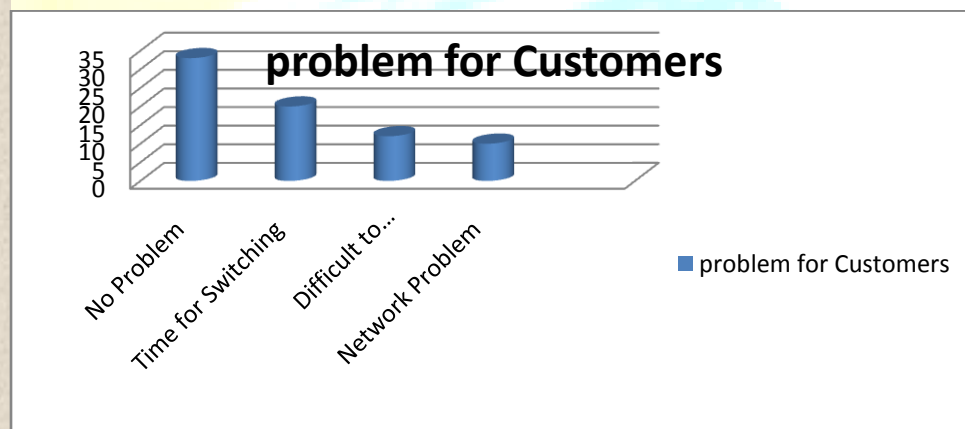
Reasons	No. of responses
Low Tariffs	29
Flexibility	22
Good Network	10
More VAS	14
Total	75



INFERENCE: After the study, it was found that major advantages for customers if Mobile portability System comes into action were: 1. Low tariffs, 29 responded that if NPS comes into action, they will get services at low tariffs. 2. Flexibility: 22 responded that there will be flexibility in changing the services provider without changing mobile number. They will also get flexibility to switch the service provider if customer is not happy with the services of current provider. 3. Good network, 10 responded that they will get good network because all cellular service providers will serve them better to sustain in competitive market. 4. More value added services (VAS), 14 responded about More VAS, i.e. customer will get more value added services at cheaper rates.

Table 6: Drawbacks of Mobile Number Portability System for Customers

Response	No. of Responses
No Problem	33
Time for Switching	20
Difficult to Identify the Caller's Service provider	12
Network Problem	10

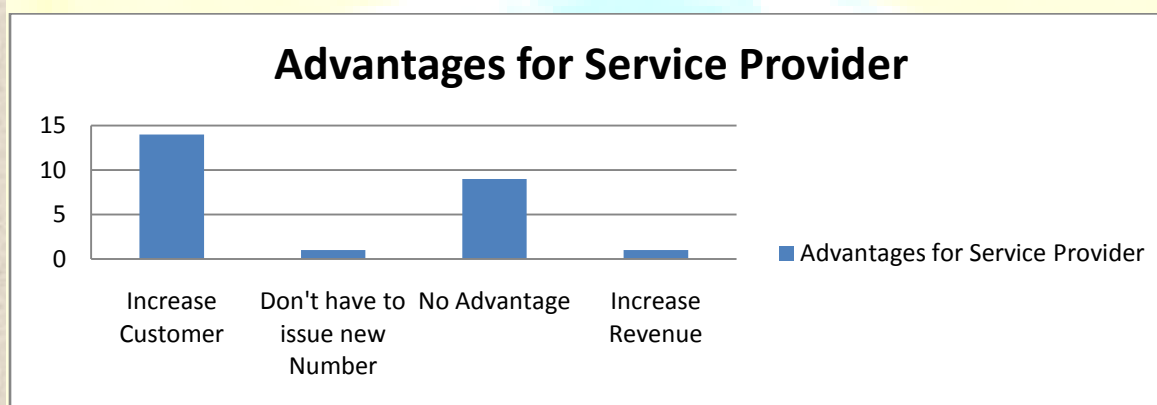


INFERENCE: When respondents were asked about the problems they might face with introduction of Mobile Number Portability System,

- 33 respondents responded that they will not face any problem if MNPS comes in to action,
- 12 respondents said that they will face difficult to identify the caller's service provider.
- 10 said that they will face network problem because churning of customers will increase and will cause network conjunctions.
- 20 respondents were not happy with the idea of time taken to switch between providers as it takes 72 hours (as per current suggestion of TRAI) to switch from one provider to another.

Table 7: Advantages for services provider with Mobile Number Portability System

Advantages	No. of Responses
Increase Customer	14
Don't have to issue new Number	1
No Advantage	9
Increase Revenue	1
Total	25

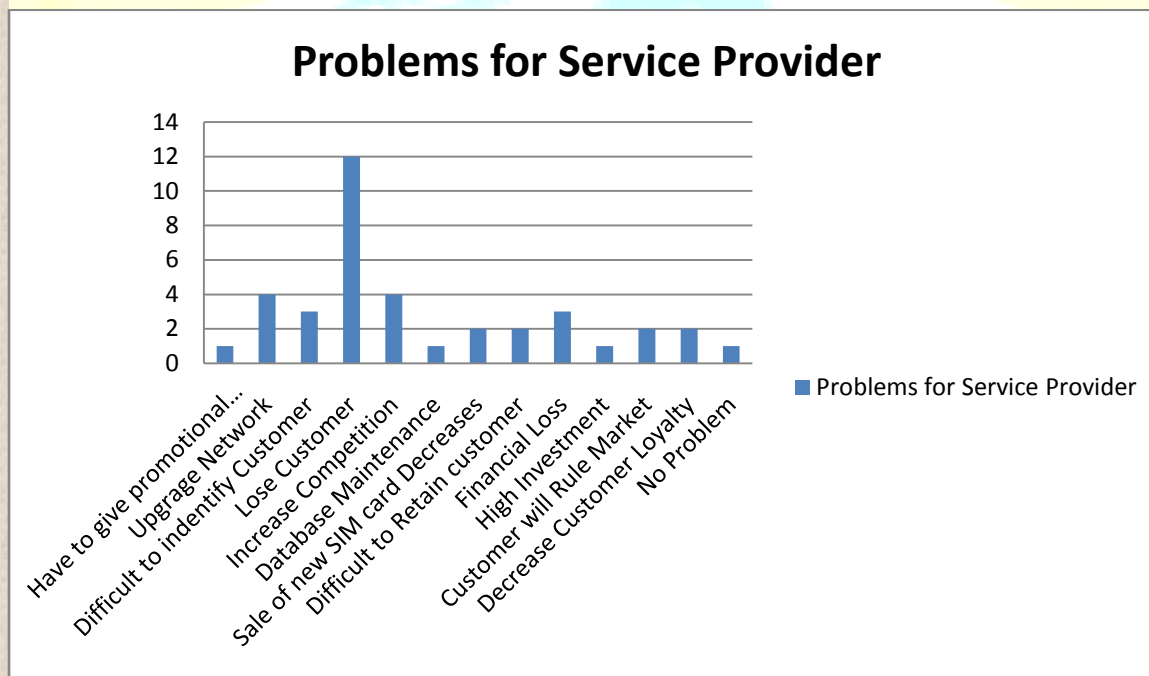


INFERENCE: From above table and graph, it can be seen that, 14 services providers said that they will increase customer. 9 service providers said that they will not have any advantage if MNPS comes in to action. 1 respondent said that they will not have to issue new mobile numbers so they could control their expenses and I said that introduction of MNPS will increase the revenue of the company.

Table 8: Problems for cellular services providers if Mobile Number Portability System comes into action

Problems	No. of Responses
Have to give promotional schemes	1
Upgrade Network	4
Difficult to identify customer	3
Lose customer	12
Increase competition	4

Database maintenance	1
Sale of new SIM card Decrease	2
Difficult to retain Customer	2
Financial Loss	3
High Investment	1
Customer will rule Market	2
Decrease customer loyalty	2
No Problem	1



INFERENCE: When services providers were asked about the problems of MNPS, 12 responses went to lose customer. Services provider have to upgrade their network and Competition will increase was some of the major problems services providers will face after MNPS comes into action. Also sale of new SIM card will affect was also a point made by 2 services provider. If MNPS will come in to the action, customer will have complete control over market, they will rule the market. One big problem will be of identifying the customer as his/her number will not change and service provider will change. So tapping customer's service provider will be a challenge for service providers.

OBSERVATIONS AND FINDINGS:

- Airtel and Vodafone were found the most dominating player in Bangalore Market followed by BSNL and Tata Docomo.
- 55 respondents out of 75 would like to change their service provider with same mobile number, in spite of being satisfied with current service provider. So If mobile number portability comes into action people may certainly accept the system.
- Out 55 customers who are willing to change;
 - 18 (33%) customer are willing to change in search of low tariffs of other service provider,
 - 14(25%) customer wants to change because of flexibility to change service provider without changing mobile number,
 - 13 (23%) customer want to change because of more value added service provided by other service provider,
 - 6(10%) and 4 (9%) were willing to change because of low switching cost and worst services of current service provider.
- If Mobile number portability comes into action, customer will have benefits like:
 - Service at low tariffs
 - They will be flexible to change services provider without changing the number.
 - All service providers will try to give better services to customer in order to gain market share. This rise in competition will result in intensive price war among the cellular service providers and will benefit to the customers.
- Cut throat competition will enable service providers to offer better value added services at cheaper prices.
- Major problem for customer will be to identify counterpart's service provider.
- Network problems will also arise because there will be huge churning rate. Customer will keep on switching networks which will result in network related problems.

- According to services provider, they will gain customers due to MNPS if they provide quality services and customer satisfaction to users.
- On the other service providers also says that if they fail to provide better services, they will lose their market share.
- Customer loyalty and retention rating will affect.
- Service provider will also have to update their network in fight their rivals.

RECOMMENDATIONS:

- 1) TRAI (telecom regulatory authority of India) should take into consideration, the pros and cons to services providers before launching Number Portability System in India.
- 2) TRAI should try and make out some benefits for the services provider so that they mutually accept the System.
- 3) To remain untouched by the efforts of number portability system, service provider should put their all efforts on making customers, brand loyal and concentrate more on customer retention than on making new customers.

CONCLUSION:

In Bangalore market, Airtel is the top player. Vodafone is on Second followed by BSNL. Customers at Bangalore are willing to switch Service provider if they are given an option to switch with same mobile number. Mobile Number Portability System will change the scenario of the telecom Industry. Earlier the only way a service provider was able to hold their customer was by the mobile number. But now if MNPS comes in to action customer will have freedom to switch with same number so customer will rule the market. In this battle between customers and service providers, service provider will have to surrender against customers.

REFERENCES:

- Arun Shourie (2003), “Before the Whining Drowns it Out, Listen to the New India”,The Indian Express.
- C. R, Kothari; (2002), Research Methodology, 2nd Edition, Vishwaprakashan.
- Malhotra, K, Naresh; (2007), Marketing Research, 5th Edition, Pearson Education, Inc.
- Cooper, R, Donald; Schindler, S, Pamela, (2007), Business Research Methods, 9th Edition, Tata Mc. Graw- Hill Education Private Limited.

