



A STUDY ON CUSTOMER SATISFACTION TOWARDS MOBILE PORTABILITY

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-----ABSTRACT-----

Mobile Number Portability (MNP) requires that mobile telephone customers can keep their telephone number-including the prefix-when switching from one provider of mobile telecommunications services to another. Number Portability will allow subscribers to change their service provider while retaining their old mobile number. 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. Number portability is a circuit-switch telecommunications network feature that enables end users to retain their telephone numbers when changing service providers, service types, and/or locations. When fully implemented nationwide by wire line and wireless providers, portability will remove one of the most significant deterrents to changing service, providing unprecedented convenience for consumers, and encouraging unrestrained competition in the telecommunications industry.

KEY WORDS: Mobile portability, Customer satisfaction, Customer expectations.

1. INTRODUCTION

The Mobile Phone Network service has been recognized throughout the world as an important tool for socio-economic development of a nation. Majority of people depend on mobile phone for communication, banking, internet and other activities, Mobile Phone service providers are offering various facilities to attract the customer along with updated technology. This has resulted in more and more consumers buying mobile phones and Network Portability.

2. STATEMENT OF THE PROBLEM

In India among many network service providers, the major players are Aircel , Airtel , BSNL, Reliance, TATA DoCoMo, Vodafone, Idea, etc. Though they provide new schemes, offers and technology advancement in their services, customers are not satisfied and they try to portage to other service providers to satisfy their service need.

3. OBJECTIVES OF THE STUDY

- To study the emerging trends in mobile phone network Service in India.
- To explore the factors that influence portage of mobile.

4. RESEARCH METHODOLOGY

DATA COLLECTION

Primary data: Primary data have been collected by framing questionnaire, interview schedule within the sample respondents.

Secondary data: We collect the data from the sources like, published data etc.



5. TOOLS

- Simple Percentage Analysis
- Ranking Analysis
- Likert Scale Analysis

6. REVIEW OF LITERATURE

A GAUTAM (2013) a study on (Below the line) promotions strategy telecom industries in western (UP) circle (India) with special reference to reliance to communication a study promotions of telecom operators conducted reference of UP west circle taking focusing on reliance communication and concluded that most of the promotional schemes **focused on increasing market shares** by free flow information about services and offers and doing advertisements.

M.JAINUDDIN et al (2012) Mobile Number Portability in India. A study carried out on MNP's technical aspects and how it takes place. Author explained technical requirements challenges call outing cost (in case of ported number. & technical terminologies like MSISDN, identification number directory number porting.

M.SATHISH et al (2011) a study conducted on switching behaviour subscriber of in Tele communication industry 2011 in reference of Chennai .in this study authors tried to have identify the factors which affects the subscribers behaviours switching the MSPS, the identify the factors like call rates network coverage and quality ,data call customers service VAS advertisement etc.

7. TABLE

- SIMPLE PERCENTAGE ANALYSIS

Table: Showing the Knowledge about Mobile Portability of Towards Consumers

Frequency Level	No of Respondents	Percentage
Social media	63	50.4%
Friends and Family	10	8%
Advertisement	15	12%
Agents	37	29.6%
Total	125	100%

INTERPRETATION

The above table indicates that out of total of the number of respondents 50.4% of the respondents are Social media, 8% of respondents are Friends and Family, 12% of respondents are Advertisement, and 29.6 % of the respondents are Agents about Mobile Portability of the consumer.

INTERFERENCE

Majority 50.4% of the respondents gain knowledge about Mobile Portability of the consumer is social media.

LIKERT SCALE ANALYSIS

Table: Showing Expectation Level of the Consumer in Mobile Portability

S.No	Satisfaction Level	No Of Respondents	Likert Scale	Total Scale
1	MOST SATISFIED	40	5	200
2	SATISFIED	38	4	152
3	NEUTRAL	20	3	60
4	MOSTLY SATISFIED	14	2	28
5	DISSATISFIED	5	1	5
	TOTAL	125		445

$$\text{LIKERT SCALE VALUE} = \frac{\text{FX}}{\text{Total number of respondents}}$$

$$= \frac{445}{125}$$

$$\text{LIKERT VALUE} = 2.9$$



INTERPRETATION

From the above table and calculation, it is depicted that Likert value is 2.9 which is greater than the mid value (2.5).

8. SUGGESTION

- No charges should be taken. It should be free.
- Mobile portability should be free of cost.
- The balance amount should also be portable for mobile portability
- Freedom should be every Indian to choose and change their mobile number at their own.

9. CONCLUSION

Current top players are telecommunication for Reliance JIO and AIRTEL is the next top player followed by Vodafone and BSNL. Subscribers at Chennai customers are willing to switch Service provider if they are given an option to switch with same mobile number. In this battle between customers and service providers, service provider can have to be completed to surrender against customers.

10. REFFERENCE

1. A GAUTAM (2013) a study on (Below the line) promotions strategy telecom industries in western (UP) circle (India) with special reference to reliance to communication a study promotions of telecom operators conducted reference of UP west circle taking focusing on reliance communication.
2. B.K.SUTHER et al (2011) A study on consumer behavior after mobile number portability with reference to Gujarat circle investigate the impact of MNP on consumer behavior and How it strained to companies to change their strategies.
3. FAIZAL SAJJID et al (2012) Role of Benchmarking in total quality management: Case telecom service of Pakistan This study examines the importance of total quality management organization performance.

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