

# Global marketing

[Technology](#), [Mobile Phone](#)



AN EMPIRICAL ANALYSIS OF CONSUMER SWITCHING BEHAVIOR TOWARDS MOBILE NUMBER PORTABILITY K. Kumaresh<sup>1</sup> and S. Praveena<sup>2</sup> Research Scholar, Department of ARM, TamilNadu Agricultural University, Coimbatore Email: 1kumaresh. tnau@gmail. com, 2sspriyamba@gmail. com

**ABSTRACT**

India is the third largest mobile network in the world after China and USA. Indian mobile market is one of the fastest growing market. India has seen rapid increase in the number of players which caused the tariff rates to hit an all time low. This allowed the players to target the low income population thereby increasing the market share. The availability of a number of subscriber options for consumers and varied tariff rates of each player, lead the consumers to switch between service providers. Mobile number portability permits to a mobile subscriber to switch operators without changing his/her telephone number. This study focuses on the mobile number portability among the mobile users in Erode district of TamilNadu. Mobile number portability is now a crucial issue for mobile service providers. The most challenging job for the present day is that retain existing mobile customers. The mobile operator's ability to retain its customer has a direct impact on its profitability and effectiveness. Losing a customer will affect the mobile operators in terms of cost. Percentage analysis, Garrett ranking and Factor Analysis were used for this research. The results revealed that promotional offers, family orientation and service affordability is the most important factor influencing the mobile subscriber intention to switch service provider. From this study most of the respondents were satisfied with the Mobile Number portability. Keywords: Mobile Number Portability, Switching Behaviour, Service, Customer satisfaction.

**INTRODUCTION** The telecom

industry is one of the fastest growing industries in India. India has about 200 million telephone lines making it the third largest network in the world after China and USA. With a growth rate of 45 per cent, Indian telecom industry has the highest growth rate in the world ([www. telecommunications. com](http://www.telecommunications.com)).

The mobile communication plays a major role in telecommunication industry. Indian telecommunication sector is prosperous as Indian economies are considerably good. Mobile network comes under the service sector, which is

VOLUME NO. 1, ISSUE NO. 11 10 ISSN 2277-1166 ABHINAV NATIONAL MONTHLY REFEREED JOURNAL OF REASEARCH IN COMMERCE & MANAGEMENT [www. abhinavjournal. com](http://www.abhinavjournal.com) experiencing a rapid development which in turn is supporting the growth in Indian economy, provides ample chances employment and self employment generation. As mobile number portability has been introduced in India, retaining existing customers is now a very tough job for network providers. After the introduction of mobile number portability in India, the mobile user's switching turnover is more.

This paper brings to light the reasons behind that Mobile Number Portability on Switching Behavior-Indian Mobile Market. Mobile Number Portability is the process by which, one can move to another operator of one's choice, but one can retain the old number. The advantage is that one need not have to go through the problem of informing all your friends & family that your number has changed - it stays the same. Subscriber can keep with the same technology, GSM/CDMA. Also shift to CDMA or vice versa. Both post-paid & prepaid subscribers can use it. Globally, the introduction of MNP across markets has witnessed a mixed response from customers. The push for MNP implementation has always been led by market regulators in an effort to

provide mobile customers with the freedom to move between service providers and drive healthier competition. Globally, among the major countries, Singapore was the first to implement MNP In 1997, followed by Hong Kong, Australia, Germany, US and France etc., MNP has been introduced in India, in two phases. It has been introduced first in Indian metro city and group A telecom zones, on December 31, 2009, and afterward in the remaining part of the country, by March 20, 2010. Subscribers have to pay up all due bills before making an application for MNP. The mobile porting fee is to be paid to the latest operator. No fee payment is necessary to be given to the operator for porting. TRAI said that porting between mobile operators be supposed to be accomplished within four days. Prepaid users must keep in mind that their balance talk time and SMS will disappear if they switch to a different operator. According to the Indian telecom regulator TRAI, nearly 8.54 million subscribers were issued porting requests in the month of April 2011, an increase of 32.98% month on month. ([www.mnp-india.com](http://www.mnp-india.com)). **PROBLEM FOCUS** The present study seeks to examine the impact of Mobile Number Portability on mobile users switching behavior-Indian mobile market. It aims to analyze the magnitude of mobile number portability. An attempt is also made to identify the major factors influencing the switching behavior of mobile number portability. With greater choice and increasing awareness, Indian consumers are increasingly demanding better quality of service or else switchover over to other better service. The main aim of this research is use to determine the effect of Mobile Number Portability (MNP) among the mobile users of Erode district of TamilNadu. **OBJECTIVES** The objectives of the study are to find out the

factors influencing customer mobile number portability, to identify the problems encountered by the respondents to switchover another service provider and to suggest strategies to retain the customers for the service providers. VOLUME NO. 1, ISSUE NO. 11 11 ISSN 2277-1166 ABHINAV NATIONAL MONTHLY REFEREED JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT [www.abhinavjournal.com](http://www.abhinavjournal.com) CONCEPTS AND REVIEW Gerpott et al. (2001) investigated the structural relationships of subscriber retention, subscriber satisfaction, and loyalty in German mobile subscribers. He found that subscribers have positive impact towards the MNP. Buehler and Haucap (2004) investigated the effect on MNP implementation on consumers' welfare. They reported that MNP implementation will benefit the entrant firm and will hurt the incumbent. Pagani (2004) identified the determinants of adoption of 3G mobile multimedia services and found that perceived usefulness, ease of use, price, and speed of use are the most important determinants of adoption of 3G multimedia mobile services. Smura (2004) reported that MNP helps the firms to acquire new subscribers, but operators are faced with the task of having to retain their existing subscribers, which may sometimes be harder to do. Shin (2006) investigates the effect of MNP in the USA and reported that MNP was an important cause of decreasing switching cost. Wu et. al., (2008) identified the behavioral intention of 3G mobile telecommunication services has positive influence towards use behavior and Social Influence of 3G mobile telecommunication services has positive influence towards behavioral intention. METHODOLOGY In order to study the Mobile Number Portability in Erode city, both primary and secondary data were collected. Secondary data was collected from different

magazines, newspapers and government publications. For collection of primary data from respondents (customers) separate well structured interview schedule was prepared based on the objectives of the study and pretested. For this purpose 100 MNP customers randomly selected from the different mobile services in Erode city. The following statistical techniques were used to analyze the data Percentage analysis, Factor analysis, Discriminate analysis and Garrett ranking. RESULTS AND DISCUSSION

General Profile of the Respondents The general profile of the respondents comprises of basic details such as age, gender, education, occupation and family income. The demographic details of the respondents were analyzed and the results were given in table 1. VOLUME NO. 1, ISSUE NO. 11 12 ISSN 2277-1166 ABHINAV NATIONAL MONTHLY REFEREED JOURNAL OF REASEARCH IN COMMERCE & MANAGEMENT www. abhinavjournal. com

Table 1. Age wise distribution of the respondents Demographic characteristics Age classification Particulars 50 Total Male Female Total Illiterate SSLC HSC Under Graduates Post Graduates PhD Total Self employed House wife Government employee Private sector Students (unemployed) Farmers Total 40, 000 Total No of respondents 3 45 22 20 10 100 80 20 100 9 9 10 23 32 18 100 12 7 13 26 32 10 100 4 34 21 20 13 100 Percentage to total 3. 00 45. 00 22. 00 20. 00 10. 00 100. 00 80. 00 20. 00 100. 00 9. 00 9. 00 10. 00 23. 00 32. 00 18. 00 100. 00 12. 00 7. 00 13. 00 26. 00 32. 00 10. 00 100. 00 4. 00 34. 00 21. 00 20. 00 13. 00 100. 00 Gender Educational status Occupation Monthly income From the Table 1, it could be inferred that majority of the respondents belonged to age group of 21- 30 years followed by age group of 31-40 years and they were male. Most of the MNP customers

were well educated and it would be easy for the case firm to communicate to the customers regarding the promotional activities, to explain the product features and to introduce any new variety of products. Considerable share of the respondents' were house wife and students, hence the family income of the respondents was considered for this study. Major share of the respondents have a family monthly income of Rs. 10, 001-20, 000 per month followed by respondents with family monthly income of Rs. 20, 001-30, 000 per month. Thus the firm should concentrate on low income and middle income group while designing products, schemes and pricing of mobiles and services to increase customer base. VOLUME NO. 1, ISSUE NO. 11 13 ISSN 2277-1166 ABHINAV NATIONAL MONTHLY REFEREED JOURNAL OF REASEARCH IN COMMERCE & MANAGEMENT [www.abhinavjournal.com](http://www.abhinavjournal.com)

Mobile usage among the respondents In this section brand of mobile phones used by the respondents, reasons for using mobile phones, factors influencing the purchase of mobile phones, number of connections and phone connectivity were discussed. Table 2. Brand of Mobile phones used by the respondents

S. No	1.	2.	3.	4.	5.	6.	7.	8.	Brand	Total No of Respondents
1	2	3	4	5	6	7	8	9	Nokia	58
10	11	12	13	14	15	16	17	18	Samsung	21
19	20	21	22	23	24	25	26	27	Reliance	5
28	29	30	31	32	33	34	35	36	LG	4
37	38	39	40	41	42	43	44	45	Song Ericson	3
46	47	48	49	50	51	52	53	54	Gfive	6
55	56	57	58	59	60	61	62	63	Karbon	1
64	65	66	67	68	69	70	71	72	Micromax	2
73	74	75	76	77	78	79	80	81		100
82	83	84	85	86	87	88	89	90		Percentage to total
91	92	93	94	95	96	97	98	99		58.00
100	101	102	103	104	105	106	107	108		21.00
109	110	111	112	113	114	115	116	117		5.00
118	119	120	121	122	123	124	125	126		4.00
127	128	129	130	131	132	133	134	135		3.00
136	137	138	139	140	141	142	143	144		6.00
145	146	147	148	149	150	151	152	153		1.00
154	155	156	157	158	159	160	161	162		2.00
163	164	165	166	167	168	169	170	171		100.00

Now a days large number of brands of mobiles are available in the market. It could be concluded that, major share of the respondents (58 per cent) were using Nokia followed by Samsung brand (21 per cent). Other brands used by the respondents were Reliance, GFive, LG and Sony Ericson, Karbon and Micromax. Table 3. Reasons for using mobile phones

S. No	1.	2.	3.	4.	5.	6.	7.
1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	32
33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48
49	50	51	52	53	54	55	56
57	58	59	60	61	62	63	64
65	66	67	68	69	70	71	72
73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88
89	90	91	92	93	94	95	96
97	98	99	100	101	102	103	104
105	106	107	108	109	110	111	112
113	114	115	116	117	118	119	120
121	122	123	124	125	126	127	128
129	130	131	132	133	134	135	136
137	138	139	140	141	142	143	144
145	146	147	148	149	150	151	152
153	154	155	156	157	158	159	160
161	162	163	164	165	166	167	168
169	170	171	172	173	174	175	176
177	178	179	180	181	182	183	184
185	186	187	188	189	190	191	192
193	194	195	196	197	198	199	200
201	202	203	204	205	206	207	208
209	210	211	212	213	214	215	216
217	218	219	220	221	222	223	224
225	226	227	228	229	230	231	232
233	234	235	236	237	238	239	240
241	242	243	244	245	246	247	248
249	250	251	252	253	254	255	256
257	258	259	260	261	262	263	264
265	266	267	268	269	270	271	272
273	274	275	276	277	278	279	280
281	282	283	284	285	286	287	288
289	290	291	292	293	294	295	296
297	298	299	300	301	302	303	304
305	306	307	308	309	310	311	312
313	314	315	316	317	318	319	320
321	322	323	324	325	326	327	328
329	330	331	332	333	334	335	336
337	338	339	340	341	342	343	344
345	346	347	348	349	350	351	352
353	354	355	356	357	358	359	360
361	362	363	364	365	366	367	368
369	370	371	372	373	374	375	376
377	378	379	380	381	382	383	384
385	386	387	388	389	390	391	392
393	394	395	396	397	398	399	400
401	402	403	404	405	406	407	408
409	410	411	412	413	414	415	416
417	418	419	420	421	422	423	424
425	426	427	428	429	430	431	432
433	434	435	436	437	438	439	440
441	442	443	444	445	446	447	448
449	450	451	452	453	454	455	456
457	458	459	460	461	462	463	464
465	466	467	468	469	470	471	472
473	474	475	476	477	478	479	480
481	482	483	484	485	486	487	488
489	490	491	492	493	494	495	496
497	498	499	500	501	502	503	504
505	506	507	508	509	510	511	512
513	514	515	516	517	518	519	520
521	522	523	524	525	526	527	528
529	530	531	532	533	534	535	536
537	538	539	540	541	542	543	544
545	546	547	548	549	550	551	552
553	554	555	556	557	558	559	560
561	562	563	564	565	566	567	568
569	570	571	572	573	574	575	576
577	578	579	580	581	582	583	584
585	586	587	588	589	590	591	592
593	594	595	596	597	598	599	600
601	602	603	604	605	606	607	608
609	610	611	612	613	614	615	616
617	618	619	620	621	622	623	624
625	626	627	628	629	630	631	632
633	634	635	636	637	638	639	640
641	642	643	644	645	646	647	648
649	650	651	652	653	654	655	656
657	658	659	660	661	662	663	664
665	666	667	668	669	670	671	672
673	674	675	676	677	678	679	680
681	682	683	684	685	686	687	688
689	690	691	692	693	694	695	696
697	698	699	700	701	702	703	704
705	706	707	708	709	710	711	712
713	714	715	716	717	718	719	720
721	722	723	724	725	726	727	728
729	730	731	732	733	734	735	736
737	738	739	740	741	742	743	744
745	746	747	748	749	750	751	752
753	754	755	756	757	758	759	760
761	762	763	764	765	766	767	768
769	770	771	772	773	774	775	776
777	778	779	780	781	782	783	784
785	786	787	788	789	790	791	792
793	794	795	796	797	798	799	800
801	802	803	804	805	806	807	808
809	810	811	812	813	814	815	816
817	818	819	820	821	822	823	824
825	826	827	828	829	830	831	832
833	834	835	836	837	838	839	840
841	842	843	844	845	846	847	848
849	850	851	852	853	854	855	856
857	858	859	860	861	862	863	864
865	866	867	868	869	870	871	872
873	874	875	876	877	878	879	880
881	882	883	884	885	886	887	888
889	890	891	892	893	894	895	896
897	898	899	900	901	902	903	904
905	906	907	908	909	910	911	912
913	914	915	916	917	918	919	920
921	922	923	924	925	926	927	928
929	930	931	932	933	934	935	936
937	938	939	940	941	942	943	944
945	946	947	948	949	950	951	952
953	954	955	956	957	958	959	960
961	962	963	964	965	966	967	968
969	970	971	972	973	974	975	976
977	978	979	980	981	982	983	984
985	986	987	988	989	990	991	992
993	994	995	996	997	998	999	1000

Reasons Personal needs To stay in touch while move Business

needs as a substitute for land line phones Emergency needs Influence of friends Prestige Garrett score 80. 12 61. 87 58. 39 57. 72 53. 76 50. 06 47. 43 Rank I II III IV V VI VII Garrett ranking was used to analyze the reasons for using mobile phones. Majority of the respondents were using mobile phone for their personal needs followed by to stay in touch while move, business needs, substitute of land line phones and emergency purpose. Table 4.

Factors influencing the purchase of mobile phones S. No 1. 2. 3. 4. 5. 6. 7.

Factors Price of the mobile Appearance of the mobile Advertisement After sales service Features of the mobile Brand name Warrantee Number of Respondents 46 19 3 2 31 41 7 ISSN 2277-1166 14 VOLUME NO. 1, ISSUE NO. 11 ABHINAV NATIONAL MONTHLY REFEREED JOURNAL OF REASEARCH IN COMMERCE & MANAGEMENT www. abhinavjournal. com The reason for purchasing a particular brand of mobile is important because customers have wide variety of options to buy mobiles. Understanding the factors that influence the customers' choice of handset will enable the companies to design the handset product mix to suit customer needs. The above table showed the multiple responses of the respondents. It could be concluded that Price of the mobiles was the most important factor influencing the purchase of mobiles followed by brand name of the mobiles. Features of mobiles, Advertisement, after sales service and warrantee are the other factors that should be considered factors considered while selecting the mobile phones. Table 5. Number of connections S. No 1. 2. 3. Connection 1 2 3 Total No of Respondents 70 28 2 100 Percentage to total 70. 00 28. 00 2. 00 100. 00 Form the above table 5, it could be concluded that majority of the respondents having only one connections followed by two connections. Some



of the respondents were self employed and employee in private respondents. Table 6. Payment for phone connectivity S. No 1. 2. 3. Service availed Prepaid Post paid Both Total No of Respondents 90 8 2 100 Percentage to total 90. 00 8. 00 2. 00 100. 00 From the above table, Most of the respondents (90 per cent) were using prepaid service and the remaining respondents (8 percent) using post paid services. Interaction with the respondents also revealed that most of the respondents switched over from postpaid to prepaid due to billing problems. Hence the case firm should concentrate more on the billing systems to increase the number of post paid customers.

Mobile Number Portability (MNP) In this section source of information about MNP, number of times ported, switching behaviour were discussed. Table 7. Sources of information about MNP S. No 1. 2. 3. 4. 5. Source of information Advertisement Relatives Retailers Friends Family Total No of Respondents 43 13 7 31 6 100 Percentage to total 43. 00 13. 00 7. 00 31. 00 6. 00 100. 00

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 ABHINAV NATIONAL MONTHLY REFEREED JOURNAL OF REASEARCH IN  
 COMMERCE & MANAGEMENT [www.abhinavjournal.com](http://www.abhinavjournal.com) It is evident from the Table 7, that major share of the respondents (43 per cent) advertisements was the major source of information followed by friends, relatives and retailers. Considerable share of the respondents were aware of MNP through friends and relatives, so the case firm should provide promotions like offers and discounts for the persons who motivate their relatives and friends to subscribe their own service. The sales person also should be trained to communicate the promotions effectively to non-customers in a friendly manner and not as product pusher. Table 8. Type of

cellular service provider at present S. No 1. 2. Service provider Public sector (BSNL) Private i) Airtel ii) Aircel iii) Vodafone iv) DOCOMO Total No of Respondents 6 35 20 20 19 100 Percentage to total 6. 00 35. 00 20. 00 20. 00 19. 00 100. 00 From the above table it could be concluded that most of the respondents using Airtel followed by Vodafone and Aircel. BSNL could take necessary steps to increase the customers and also retain the customers by providing better offers and promotions.

Table 9. Number of times ported S. No 1. 2. 3. Port 1 2 3 Total No of Respondents 98 2 0 100 Percentage to total 98. 00 2. 00 0. 00 100. 00 From the above table it could be concluded that major share of the respondents ported at one time followed by two times ported. As per TRAI regulations, the eligibility of porting times is up to four times.

Respondents' Switching Behavior The respondents' switching behavior towards various services that can act as a measure of impact made by the firm in the minds of the customers. It can help the firm to frame policies towards promotional activities. Respondents' switching behavior was analyzed and the results are presented in further tables.

Table 10. Respondents' switching behavior from BSNL (Public to Private) S. No 1 2 3 4 Switched over from BSNL Vodafone Airtel Aircel DOCOMO Total Number of Respondents 7 10 13 2 32 16 % to total 21. 87 31. 25 40. 63 6. 25 100. 00

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The above table showed the respondents switched over from BSNL to other service provider. It could be concluded that from the institutional to non institutional category, most of the BSNL users switched over to Aircel and Airtel because of offers

and promotion. Here Airtel and Aircel are the gainers. Family influence and better offers are the main reasons for switching. Table 11. Respondents' switching behavior to BSNL (Private to public) S. No 1 2 Switched over to BSNL Vodafone - BSNL Aircel -BSNL Total Number of Respondents 4 2 6 % to total 66. 67 33. 33 100. 00 The above table showed the respondents switched over to BSNL from other service provider. In this category, poor coverage and poor customer service are the main problems faced by the respondents to switch over to other service. Table 12 a). Respondents' switching behavior from Airtel (Private to Private) S. No Switched over from Airtel 1 Aircel 2 Vodafone 3 DOCOMO Total Number of Respondents 3 4 5 12 % to total 25 33. 33 41. 67 100. 00 The above table showed the respondents switched over from Airtel to other service provider. Most of the Airtel users switched over to DOCOMO and Vodafone because of less call rate. Most of the respondents faced frequently getting advertisements, unwanted messages and calls from the Airtel service provider are problems faced by the respondents. Table 12 b). Respondents' switching behavior from Aircel (Private to Private) S. No 1 2 Switched over from Aircel Airtel Vodafone DOCOMO Total Number of Respondents 8 6 8 22 % to total 36. 36 27. 28 36. 36 100. 00 The above table showed the respondents switched over from Aircel to other service provider. Most of the Aircel users switched over to DOCOMO and Airtel because of call rate and family influence. Most of the respondents faced poor customer service from the Aircel service provider. Table 12 c). Respondents' switching behavior from Vodafone (Private to Private) S. No Switched over from Vodafone 1 Airtel 2 Aircel 3 DOCOMO Total VOLUME NO. 1, ISSUE NO. 11 17 Number of Respondents 6 4 4 14 % to total

35. 30 23. 52 41. 18 100. 00 ISSN 2277-1166 ABHINAV NATIONAL MONTHLY REFEREED JOURNAL OF REASEARCH IN COMMERCE & MANAGEMENT www.abhinavjournal.com

The above table showed the respondents switched over from Vodafone to other service provider. Most of the Vodafone users switched over to DOCOMO and Airtel because of good customer service. Poor coverage is the main problem faced by the respondents in Vodafone service.

Table 12 d). Respondents' switching behavior from DOCOMO (Private to Private)

S. No	1	2	3	4	5	6	7	8	9	10	11
Switched over from	DOCOMO	Airtel	Aircel	Vodafone	Total						
Number of Respondents	11	0	3	14							
% to total	78.57	0.00	21.43	100.00							

The above table showed the respondents switched over from DOCOMO to other service provider. Most of the DOCOMO users switched over to Airtel because of less roaming charge compare with DOCOMO. Less promotion and poor coverage is the main problem faced by the respondents in Vodafone service.

Table 13. Reasons for switching behavior

S. No	1	2	3	4	5	6	7	8	9	10	11
Reasons	Family members	Friends	Brand image	Network coverage and strength	Rates (Call rate and message rates)	Subscription plan price	Better offers / Promotion	Better customer service	Billing Tariff	3G technology	No of respondents
	30	27	11	41	67	24	58	34	8	28	6

The above table showed the multiple responses of the respondents. It could be concluded that call rates were the major influencing factor to switch particular service provider followed by better subscription plan, network coverage, better offers and promotion, influence of friends and family members.

Factor Analysis

Factor analysis is a multivariate statistical technique used to condense and simplify the set of large number of variables to smaller number of variables called factors. This technique is helpful to identify the underlying factors that

determine the relationship between the observed variables and provides an empirical classification scheme of clustering of statements called factors.

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MONTHLY REFEREED JOURNAL OF REASEARCH IN COMMERCE &

MANAGEMENT [www.abhinavjournal.com](http://www.abhinavjournal.com) Table 14. Factor analysis total

variance explained Initial Eigen Values Component Total 1 2 3 4 5 6 7. 159 2.

431 1. 968 1. 647 1. 094 0. 804 % of Variance 34. 088 11. 577 9. 373 7. 841

7. 241 5. 203 Cumulative % 34. 088 45. 665 55. 038 62. 874 70. 227 75. 430

Rotation sum of squared Loadings % of Cumulative Total Variance % 3. 893

18. 539 18. 539 3. 524 16. 829 35. 368 2. 907 13. 842 49. 210 2. 217 10.

557 59. 769 1. 774 8. 448 68. 215 1. 514 7. 215 75. 430 Note: Extraction:

Principal component analysis Principal component analysis was used for

extracting factors. Among the twenty one factors six factors were retained

depending on component matrix, Eigen values and Communalities. Eigen

value represents the total variance explained by each factor. From the Table

14, it could be inferred that the six statements extracted from the 21

statements are explaining more than 75 per cent of the variance in the 21

services related variables. Table 15. Communalities Statements Well

informed progress of action on complaint Bills are received in time Billing

system accurate and error free Queries taken seriously Quick complaint

resolving Friendly and politeness of staff Adequate knowledge of staff to

handle queries Retailer location (distance to get cash voucher) Materials

associated with service (e. g. pamphlets') are visually located Easy payment

for post paid services Simple application formalities Provides sufficient

geographic coverage Clear and undisturbed voice Able to make calls at peak

hours STD / ISD call rate Free local SMS Booster packs/ call cutter cards  
Pricing structure / scheme Discounts and offers via SMS Value added  
services Promotion and offers Note: Extraction method: Principal component  
Analysis VOLUME NO. 1, ISSUE NO. 11 19 ISSN 2277-1166 Communalities 0.  
713 0. 784 0. 738 0. 748 0. 661 0. 745 0. 784 0. 758 0. 731 0. 730 0. 655 0.  
826 0. 717 0. 699 0. 835 0. 787 0. 797 0. 847 0. 820 0. 541 0. 859 ABHINAV  
NATIONAL MONTHLY REFEREED JOURNAL OF REASEARCH IN COMMERCE &  
MANAGEMENT www. abhinavjournal. com The extraction communalities are  
given in the table 15. Small values ( $< 0. 5$ ) indicate variables that do not fit  
well in the factor solution and should possibly be dropped from the analysis.  
In order to reduce the number of factors and enhance interpretability, the  
factors are rotated. The rotation increases the quality of interpretation of the  
factors. There are several methods of the initial factor matrix to attain simple  
structure of the data. The varimax rotation is one such method to attain  
better result for interpretation and it was employed and the results are given  
in Table 15, Among the total twenty one statements included promotion and  
offers, pricing structure and scheme, STD / ISD rate, geographic coverage,  
Discounts and offers via SMS, booster packs/ call cutter cards was accounted  
in the 21 factors among twenty eight based on the component matrix value  
and communalities. Thus the factor analysis condensed and simplified the 21  
statements into six statements with 75. 430 percent of the variability of all  
the 6 statements. The six factors identified as most important are: Promotion  
and offers Pricing structure and scheme STD / ISD rate, Geographic coverage  
Discounts and offers via SMS Booster packs/ call cutter cards From the factor  
analysis it could be inferred that the six factors influence switching behavior

of the respondents. Table 16. Problems faced by the respondents in MNP S.

No Problems	1.	2.	Yes	No	If Yes,	Difficulty	in understanding	the procedure
Time consuming	Sub total	Total	No of respondents	35	65	19	16	35
100	% to total	35.00	65.00	19.00	16.00	35.00	100.00	

From above table it could be concluded that majority of the respondents were not facing problem with MNP. Nearly 35 per cent of the respondents facing problems with MNP. In that, nearly 19 per cent of the respondents stated that difficulty in understanding the procedure as the major problem in MNP followed by time consuming (16 per cent). The case firm should concentrate more on these aspects to switch over the customers. VOLUME NO. 1, ISSUE NO. 11 20 ISSN 2277-1166 ABHINAV NATIONAL MONTHLY REFEREED JOURNAL OF REASEARCH IN COMMERCE & MANAGEMENT www. abhinavjournal. com

Table 17. Satisfaction about the MNP among the respondents S. No 1 2 3 4 5

Satisfaction	Highly satisfied	satisfied	Neutral	dissatisfied	highly dissatisfied
Total No of respondents	26	72	2	0	0
100	% to total	26.00	72.00	2.00	0.00

0.00 100.00 Most the respondents were satisfied with the Mobile number portability. About 26 percent of the respondents were highly satisfied with the MNP service. Hence efforts must be taken to improve the MNP service.

**CONCLUSION AND RECOMMENDATIONS** Most of the sample respondents were young age and low income category. To attract the low income and high income group of people, the case firm should provide more schemes and offers as provided by its competitors to increase the Mobile number portability respondents. Considerable share of the respondents were aware of MNP through Advertisement, friends and relatives, so the case firm should provide promotions like offers and discounts for the persons who motivate

their relatives and friends to avail MNP. Major share of the respondents stated that poor coverage and no promotion and offers as their major problem in their past service. The case firm should concentrate more on sufficient coverage. The sales person also should be trained to communicate the promotions effectively to non-customers in a friendly manner and not as product pusher. All case firms should concentrate more on the influencing aspects (ISD call rate, free local SMS, booster packs and call cutter cards) in customer point of view in order to utilize the services more. Considerable share of respondents were faced problems in MNP because of the procedure was so difficult and it was time consuming. Major share of the respondents were satisfied with the service provided by the present service provider.

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