

# *Customers’ perceptions towards Mobile Number Portability in Haryana: A Study of Jind, Rohtak and Sirsa*

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## *Abstract*

The main aim of the present work was to study the customers perceptions towards mobile number portability in three districts (Jind, Rohtak and Sirsa) of Haryana. Total 150 respondents were selected for the survey, 50 respondents from each districts and all of these belongs to the different age groups and different profession. Random sampling method was used for data collection. A well structured questionnaire was prepared to analyse the response from different users about mobile number portability process. Different statistical techniques were used during data analysis (Percentage, Mean, Mode, Standard deviation, Chi-square test). IBM SPSS (19.0 version) software was used to compile all observations.

**Keywords:** *Customer; Perception; Mobile Number Portability; Random sampling; IBM SPSS*

## *INTRODUCTION*

Mobile number portability (MNP) is a process that allows users to choose desired network or service provider. Globally, the introduction of MNP across markets has witnessed a mixed response from users.

Portability allows easy access without any technical faults. During the process mobile number remains same but service provider change. Mobile number portability attracts a wide range of customers by providing suitable parameters and different schemes. Mobile number portability is a cost effective method with different ways. This is also known as ‘Recipient-Led’ porting. Process might be lead to distortion of competition level in between different service providers, especially in the markets with new comers that are yet to achieve scalability of operation. In India, MNP is launched recently which is Donor Led. Only the terminology is changed from PAC to Unique Porting Code (UPC). The world’s first country to introduce MNP was Singapore in 1997, followed by the United Kingdom (UK), Hong Kong. As of 2003, a number of many countries, especially in Europe, require MNP. The MNP will be launched across India by January 20, 2011. For orderly technical migration of complex interconnected networks, each remaining service areas will be migrated one by one on

alternate days. This will enable simultaneous salivation of technical parameters and removal of any problems arising from migration activity to ensure successful and smooth migration of a service area. Before moving from one network to other network, customers have to become free from any kind of charges from previous service provider. Telephone regulatory authority of India (TRAI) provides facility of portability within a short time. Before moving to other network customers should be in touch of rules because previous schemes like SMS plan, internet service plans and call plans are not implemented in other service provider.

#### OBJECTIVES OF THE STUDY

Present study focus on:

- A. To know the perception of mobile phone service users towards Mobile Number Portability.
- B. To identify the problems faced by Mobile Phone Service users during services.

#### METHODOLOGY FOLLOWED

#### RESEARCH DESIGN

The present research study used exploratory-cum-descriptive research design.

#### REGION SELECTED

The sample size of the study was 150 respondents of three districts (Jind, Rohtak and Sirsa) of Haryana State. Random sampling method was used during the research. A well structured questionnaire was used to make work convenience.

TABLE 1: DEMOGRAPHIC PROFILE OF RESPONDENTS

<b>Gender</b>	<b>No. of Respondents</b>	<b>Percent</b>
Male	90	60.0
Female	60	40.0
Total	150	100
<b>Age group</b>	<b>No. of Respondents</b>	<b>Percent</b>
Below 20	54	36.0
20-25	76	50.7
25-30	18	12.0
30-35	2	1.3
Total	150	100
<b>Occupation</b>	<b>No. of Respondents</b>	<b>Percent</b>
Business	9	6.0
Service class	31	20.7
Agriculture sector	15	10.0
Student	95	63.3
Total	150	100
<b>Family Income (Rs.)</b>	<b>No. of Respondents</b>	<b>Percent</b>
Below-5000	81	54.0
5000-15000	13	8.7
15000-25000	35	23.3
Above-25000	21	14.0
Total	150	100

Source: Survey.

*FACTORS USED FOR DATA ANALYSIS*

- Existing Service provider
- Mode of mobile connection
- Satisfaction among existing mobile connection
- Expectation from new service provider
- Problems during portability
- Source of awareness
- Satisfaction after portability

*DATA COLLECTION*

Data was collected from primary as well as secondary source. The data was collected from users belonging to the different age groups mentioned above (**Table-1**). A well-structured questionnaire was used for collection of data.

*TOOLS AND TECHNIQUES USED*

Different statistical techniques were used during data analysis.

- Percentage
- Mean
- Standard deviation
- Mode
- Chi-square test

*SOFTWARE USED*

IBM SPSS (19.0 version)

*TABLE 2: EXISTING SERVICE PROVIDERS*

<i>Statement</i>	<i>N / %</i>	<i>Yes</i>	<i>No</i>	<i>Total</i>	<i>Mode</i>	<i>S.D.</i>	<i>Chi Square df=1</i>	<i>Asymp. Significant</i>
Airtel	N	36	114	150	2.0	0.42	40.56	0.00*
	%	24.0	76.0	100				
Vodafone	N	46	104	150	2.0	0.46	22.42	0.00*
	%	30.7	69.3	100				
Videocon	N	5	145	150	2.0	0.18	130.66	0.00*
	%	3.3	96.7	100				
Idea	N	39	111	150	2.0	0.44	34.56	0.00*
	%	26.0	74.0	100				
Reliance	N	27	123	150	2.0	0.38	61.44	0.00*
	%	18.0	82.0	100				
Aircel	N	1	149	150	2.0	0.08	1.46	0.00*
	%	0.7	99.3	100				
BSNL	N	28	122	150	2.0	0.40	1.58	0.00*
	%	18.7	81.3	100				
MTNL	N	1	149	150	2.0	0.08	1.46	0.00*

	%	0.7	99.3	100				
Any other	N	1	149	150	2.0	0.08	1.46	0.00*
	%	0.7	99.3	100				

\*Significant at .05 significance level.

**Source:** Survey.

Table 2 shows that 46 respondent (30.7 per cent) having Vodafone and 104 respondent (69.3 per cent) do not have the same. Descriptive statistics depict that mode is 2 and S.D. is 0.46 for Vodafone. There is no significant difference among the customers' perception towards the possession of mobile connections (Vodafone <0.05) by rejecting the hypothesis that customers prefer to use different types of mobile connection.

TABLE 3: MODE OF MOBILE CONNECTIONS

N / %	Prepaid connection	Post paid connection	Total	Mode	S.D.	Chi Square df=1	Asymp. Significant
N	138	12	150	1.00	0.27	105.84	0.00*
Per cent	92.0	8.0	100				

\*Significant at .05 significance level.

**Source:** Survey.

Table 3 describe that 138 respondent (92.0 per cent) having prepaid connection and 12 respondent (8.0 per cent) having post paid connection. Descriptive statistics depict that mode is 1 and S.D. 0.27. There is no significant difference among the customers' perception towards the mode of mobile connections (prepaid and post paid connection, p= 0.00<0.05) by rejecting the hypothesis that customers prefer to use different mode of mobile connection.

TABLE 4: SATISFACTION WITH EXISTING MOBILE CONNECTIONS

N / %	Yes	No	Total	Mode	S.D.	Chi Square df=1	Asymp. Significant
N	130	20	150	1.00	0.34	80.66	0.00*
Per cent	86.7	13.3	100				

\*Significant at .05 significance level.

**Source:** Survey.

Table 4 shows that 130 respondents (86.7 per cent) are satisfied with network connectivity and 20 respondents (13.3 per cent) are not satisfied with the same. Descriptive statistics depict that mode is 1 and S.D. is 0.34 for network connectivity. There is no significant difference among the customers' perception towards the satisfaction with mobile connections (p=0.00<0.05) by rejecting the hypothesis that customers' are satisfied with existing mobile connections.

TABLE 5: EXPECTATIONS FROM NEW SERVICE PROVIDERS

Statement	N / %	Yes	No	Total	Mode	S.D.	Chi Square df=2	Asymp. Significant
Good Network	N	62	29	91	4.34	3.78	13.32	0.00*
	%	41.3	19.3	60.7				
Good Tariff Plan	N	8	83	91	4.70	3.48	58.68	0.00*
	%	5.3	55.3	60.7				
Internet Usage	N	31	60	91	4.54	3.61	10.84	0.00*

	%	20.7	40.0	60.7				
Customer Care Facility	N	46	45	91	4.44	3.69	2.44	0.29
	%	30.7	30.0	60.7				
Discount Offer And Scheme	N	25	66	91	4.58	3.58	19.24	0.00*
	%	16.7	44.0	60.7				
3G Service	N	35	56	91	4.52	3.63	6.84	0.03*
	%	23.3	37.3	60.7				
Recharge Voucher's Facility	N	16	75	91	4.64	3.52	37.24	0.00*
	%	10.7	50.0	60.7				

\*Significant at .05 significance level.

**Source:** Survey.

Table 5 shows that 62 respondent (41.3 per cent) expect good network from new service provider. Descriptive statistics depict that mode is 4.34 and S.D. is 3.78 for good network. There is no significant difference among the customers' perception towards the expectation from new service provider (Good Network Connectivity,  $p=0.00<0.05$ ), by rejecting the hypothesis that customers are satisfied with existing mobile connection due to different reasons.

TABLE 6: PROBLEMS DURING PORTABILITY

Statement	N / %	Yes	No	Total	Mode	S.D.	Chi Square df=2	Asymp. Significant
Shifting The Balance	N	30	45	150	9	3.72	21.00	0.00*
	%	20.0	30.0	100				
Lengthy Process	N	13	62	150	9	3.60	42.76	0.00*
	%	8.7	41.3	100				
Regular Agent Calls	N	18	57	150	9	3.64	33.96	0.00*
	%	12.0	38.0	100				
Block The Number	N	28	47	150	9	3.71	22.36	0.00*
	%	18.7	31.3	100				
Billing Problem	N	23	52	150	9	3.68	27.16	0.00*
	%	15.3	34.7	100				
Proof/Document Submission	N	13	62	150	9	3.60	42.76	0.00*
	%	8.7	41.3	100				
Any Other	N	7	68	150	9	3.56	55.96	0.00*
	%	4.7	45.3	100				

\*Significant at .05 significance level.

**Source:** Survey.

Table 6 shows that 30 respondent (20 per cent) are facing shifting the balance during the MNP. Descriptive statistics depict that mode is 9 and S.D. is 3.72 for shifting balance. There is no significant difference among the customers' perception towards the problem during mobile number portability (Shifting the balance,  $p=0.00<0.05$ ), by rejecting the hypothesis that customers having problems during mobile number portability.

TABLE 7: SOURCE OF AWARENESS

Statement	N / %	Yes	No	Total	Mode	S.D.	Chi Square df=1	Asymp. Significant
Newspaper	N	57	93	150	2	0.48	8.64	0.00*
	%	38.0	62.0	100				
T.V.	N	60	90	150	2	0.48	8.64	0.00*

	%	40.0	60.0	100				
Friends	N	37	113	150	2	0.49	6.00	0.01*
	%	24.7	75.3	100				
Relatives	N	37	113	150	2	0.43	38.50	0.00*
	%	24.7	75.3	100				
Words of Mouth	N	75	75	150	2	0.50	0.00	1.00
	%	50.0	50.0	100				
Any other	N	22	128	150	1	0.35	74.90	0.00*
	%	24.7	85.3	100				

\*Significant at .05 significance level.

**Source:** Survey.

Table 7 shows that 75 respondent (50 per cent) aware about the MNP through words of mouth and 75 respondents (50 per cent) are not aware with the same. Descriptive statistics depict that mode is 2 and S.D. is 0.50 for word of mouth.

TABLE 8: SATISFACTION AFTER PORTABILITY

Statement	N / %	S.	S. S.	N.	D.	S. D.	Total	Mean	S.D.
Network Connection	N	81	54	11	0	4	150	1.64	0.84
	%	54.0	36.0	7.3	0	2.7	100		
Customer Service	N	55	62	19	5	9	150	2.0	1.08
	%	36.7	41.3	12.7	3.3	6.0	100		
Voice Clarity	N	35	57	47	9	2	150	2.24	0.92
	%	23.3	38.0	31.3	6.0	1.3	100		
Network Coverage	N	53	40	40	10	7	150	2.18	1.13
	%	35.3	26.7	26.7	6.7	4.7	100		
Discount Offer	N	33	28	43	28	18	150	2.80	1.30
	%	22.0	18.7	28.7	18.7	12.0	100		
Premium Offer	N	32	25	46	32	15	150	2.82	1.26
	%	21.3	16.7	30.7	21.3	10.0	100		
Service Package	N	22	37	30	27	34	150	3.09	1.38
	%	14.7	24.7	20.0	18.0	22.7	100		
Additional Facility	N	24	30	39	22	35	150	3.09	1.38
	%	16.0	20.0	26.0	14.7	23.3	100		

(Satisfied= S, Strongly satisfied= S S, Neutral= N, Dissatisfied= D, Strongly Dissatisfied=S D)

**Source:** Survey.

Table 8 shows that 81 respondent (54.0 per cent) are satisfied with network connectivity after changing service provider. Descriptive statistics depict that mean is 1.64 and S.D. is 0.84 for network connectivity.

## RESULTS

Out of three selected districts maximum users prefer Vodafone prepaid connection (Table 2 and 3). Satisfaction is an important parameter that describes the success of any network policy they provide to users. Most of the respondents satisfied with the

existing prepaid connection (Table 4). Due to failure in providing the necessary facility to users a network may face the problem of portability. User starts moving from one network to another by keeping in mind some common services they provides to them. Network range is very important because it attracts the attentions of millions of peoples all over the

locations. There is a problem exists during the portability process that somewhat dissatisfy the users coming from other network. The main problem in that step is shifting of previous balance (Table 5 and 6). After fulfilling all the necessary formalities for portability users became satisfied due to good network and they work as a motivator to another person by directly word of mouth or indirectly via means like: newspaper, television. and internet (Table 7 and 8).

#### CONCLUSION

All over the world Mobile number portability gaining lots of interest from a variable number of customers. It provides facility to new comers according to their need. Network that provides best calling plans, SMS plans, roaming plans and 3G internet services easily attracts the attention of peoples during portability process. Customers' form three districts of Haryana (Jind, Rohtak and Sirsa) prefer prepaid connection. Present investigation indicates the customer perception towards prepaid connection and their level of satisfaction with mobile number portability.

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