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A Study on Consumer Preference towards Mobile Number Portability, in Samatipur city.

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ABSTRACT

This descriptive study brings out consumers preference of Mobile Number Portability (MNP) in Samastipur city. The purpose of the study is to find the consumers main influencing factors for opting a particular telecom service provider. The research design is used in this study is descriptive research design. Primary data were collected from 382 consumers by survey method through structured questionnaire with closed ended questions. The primary data were collected through questionnaire, personal and telephonic contact with the consumers. The secondary data were taken from different available online as well as offline resources. For distribution of questionnaire to the consumers', random sampling method was used and to collect the customer opinion survey was taken among the selected consumers. The collected data includes demographic profiles of the respondents, preceding and existing telecom service provider, awareness level of the respondents about MNP, utilization of MNP and the satisfaction level of MNP. Most of the educated subscribers are having well information about MNP but the other hand uneducated respondents are having very less information regarding MNP service in Samastipur. The total mobile number subscribers in India are 1117 million and out of 1117 million subscribers, 594 million subscribers have requested for MNP service.

Key Words – MNP, Subscriber, Preference

Introduction

After China, the Indian telecom sector is the 2nd largest in the world in terms of the number of users. At the end of June, 2019, the subscriber base was 1186.63 million, out of which 1165.46 million were wireless subscribers. During the year, wireless subscriber base recorded a decrease of around 4 million, with the overall tele-density of 90.11% at the end of June, 2019. The telecom sector has witnessed exponential growth over the last few years as a result of many factors such as reasonable tariffs, better service availability, rolling out of advance facilities and services such as 3Gand 4G, evolving consumption patterns of subscribers, and conducive regulatory environment. During the month of June, 2019, 4.34 million subscribers submitted their requests for Mobile Number Portability (MNP). With this, the cumulative

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MNP requests increased from 437.15 million at the end of May-19 to 441.49 million at the end of Jun-19, since 25-11-2010, the introduction of MNP in the Indian telecom sector.

MNP in India

MNP was started on pilot basis in Haryana telecom circle on 25-11-2010. Finally, on Ja 20-01-2011, Dr. Manmohan Sing, the prime minister of India, launched MNP in all 22 telecom circles. MNP facilitated a subscriber to go from one service provider to any other service provider of the same circle. Considering the problems of subscriber when they move from one telecom circle to another, full mobile number portability was launched on 3rd July 2015. Full MNP provided a subscriber to port his/her number anywhere in India. MNP gave a competitive direction to the industry. The industry had not expected MNP to become such a game changer, many small players went out of the market gradually. 95% of subscribers who availed the MNP facility are of prepaid service users.

Objective of the Study

➤ To identify the mood of the subscribers towards MNP

➤ To find out the factors influencing the subscribers towards MNP

Analysis And Discussion

Demographic Profile of the respondents

Particulars	Classification	No. of Respondents	Percentage
	Male	298	78%
Gender	Female	84	22%
	Below 20	34	09%
Age	21 – 30	115	30%
	31 – 40	96	25%
	41 – 50	76	20%
	Above 50	61	16%
	Illiterate	76	20%
	Schooling	115	30%

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Education	Under Graduate	134	35%
	Post Graduate	57	15%
Monthly Family Income	Below 10000	134	35%
	10000 – 20000	115	30%
	20001 – 30000	95	25%
	Above 30000	38	10%
Occupation	Cultivator	134	35%
	Business	76	20%
	Jobs	134	35%
	Students	38	10%

Table No. 1. Demographic Profile of the respondent

The above table depicts that 78% respondents are male and 22% are female respondents. The age group of the respondents are between below 20 to above 50. The age group are – Below 20, 21 – 30, 31 – 40, 41 – 50 and above 50, and their percentages are 9%, 30%, 25%, 20% and 60% respectively. Educational background of the respondents is – illiterate 20% schooling 30%, under graduate 30% and post graduate 15%. 35% of the respondent's income are below 10,000, 30% between 10,000 to 20,000, 25% are between 20,001 to 30, 000 and 10% income are above 30,000. Among 382 respondents, 35% are farmer, 20% are business man, 35% are doing jobs and 10% are students.

Awareness of MNP

Particulars	No. of Respondents	Percentage
Good Awareness	61	16%
Average Awareness	111	29%
Poor Awareness	137	36%
Not Awareness	73	19%
Total	382	100%

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Table No. 2. Awareness about MNP

The above data show that 16% are having well information about MNP, and the other hand 19% of the respondent are having no idea about MNP facility. 29% are having partially information about MNP and 36% are having poor knowledge about MNP.

Current service provider of the respondent

Service Provider	No. of Respondents	Percentage
Airtel	126	33%
BSNL	27	07%
Jio	157	41%
Vi	72	19%
Total	382	100%

Table No. 3. Service Provider of the Respondents

The above table depicts that Jio is the market leader with 41% respondent whereas Airtel is the follower with 33%, and Vi has only 19% but the other hand, BSNL, the only public sector, are having only 7% respondents.

Sources of information about the MNP by respondents

Sources	No. of Respondents	Percentage
Friends	73	19%
Relatives	42	11%
Advertisements	141	37%
Retailers	126	33%
Total	382	100%

Table No. 4. The Sources of Information about the MNP by the Respondents

The above table explains that MNP are known by 37% respondents through advertisement, 33% through retailers, 19% through their friends and rest 11% through their relatives.

Satisfaction level of the respondents towards the Performance of the MNP

Particulars	No. of Respondents	Percentage

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High Satisfied	107	28%
Satisfied	122	32%
Neutral	65	17%
Dissatisfied	73	19%
High Dissatisfied	15	04%
Total	382	100%

Table No. 5. Satisfaction Level of the Respondents towards MNP

The above table data depicts that only 28% of the total 382 respondents are highly satisfied with MNP performance, 32% are satisfied, 17% respondents are neutral, 19% are dissatisfied and the rest 4% are highly dissatisfied.

Satisfaction Level of Respondent towards the Current Service Providers

Particulars	No. of Respondents	Percentage
High Satisfied	27	07%
Satisfied	80	21%
Neutral	134	35%
Dissatisfied	96	25%
High Dissatisfied	45	12%
Total	382	100%

Table No. 6. Satisfaction Level of the Respondents towards the Current Service Providers

The above table depicts that out of 382 respondents only 7% are highly satisfied from their current service providers. 21% are satisfied, 35% are neutral, 25% are dissatisfied and 12% are highly dissatisfied.

Importance of the MNP

Particulars	No. of Respondents	Percentage
High Important	**206**	**54%**
Important	**96**	**25%**

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Neutral	34	09%
Not Important	26	07%
Highly Not Important	20	05%
Total	382	100%

Table No. 7. Importance of the MNP

Above table shows the importance of MNP, out of 382 respondents, 54% think that MNP is highly important, 25% think MNP is important, 9% respondents are neutral. 7% think MNP is not important, and only 5% consider that MNP is highly not important.

The reasons for the dissatisfied subscriber towards the current service provider

Particulars	No. of Respondents	Percentage
Poor Connectivity	57	15%
Tariff Rate	34	09%
Call Drop	80	21%
Poor Network	50	13%
Poor Customer Care Service	61	16%
Data Speed	84	22%
Other Reasons	16	04%
Total	382	100%

Table No. 8. Reason for dissatisfaction towards current service provider by the respondents

The above table gives the reasons why subscribers are not satisfied with their current telecom service providers. Out of 382 respondents, 15% are not happy because of poor connectivity. 9% are dissatisfied due to high tariff rate. 21% are annoyed with call drop. 13% are dissatisfied due to poor network. 16% are dissatisfied due to the poor customer care service. 22% are facing problem because of low data speed. 4% are dissatisfied due to various other reasons.

Findings and Suggestions –

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Retailers and advertisements play major role in influencing subscribers towards availing mobile number portability facility. Telecom service providers should give extra focus on the retailers to attract consumers towards porting their number.

Around 40% of the respondents are facing certain problems during availing MNP facility. The telecom authority should do research to find the reasons behind it. And the authority should take steps accordingly.

21% of the respondents are either neutral or thinking, there is no use of MNP. In further study it can be found why they think so.

All the 382 respondents are having certain issues with the services they are availing. The telecom service providers should give focus on poor connectivity issue, tariff rate issue, call drop issue, poor network issue, poor customer care issue and the most important issue of data speed. The telecom authority should assure the subscribers to avail the facility with world standard.

Conclusion

The MNP facility is a boon for subscribers. That is why around 50% of subscribers have opted the facility for different reasons. The MNP is playing a major role in shaping the country into one nation philosophy. Many telecom operators bankrupted and there was no hope for subscribers to have the same number but the MNP facilitated them to have the same number as long as they need the number. Gradually the telecom authority has made the process of MNP consumer friendly still 21% respondents answers that there is no importance or very less importance of MNP facility. It is a clear indicator whatever service provider a subscriber is opting, they are facing more or less the same problems. It is a matter of further research because a good number of the respondents have negative thoughts for MNP. The MNP facility has created competitive environment, and consumers are getting better service still the service is not beyond expectations. The subscriber is facing poor connectivity, low data speed, lack of transparency in tariff, call drops and many other reasons. TRAI should come out to minimize such problems.

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