

A STUDY ON CUSTOMER EXPERIENCE TOWARDS MOBILE NUMBER PORTABILITY

SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF

Bachelor of Commerce

By

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**BACHELOR OF COMMERCE
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

Accredited with Grade "A" by NAAC | 12B Status by UGC |

Approved by AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **NIRMAL.S 39740158** who have done the Project work entitled "**A study on customer experience towards mobile number portability**" under my supervision from January 2022 to March 2022.

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DECLARATION

I **NIRMAL.S 39740158** hereby declare that the Project Report entitled “**A STUDY ON CUSTOMER EXPERIENCE TOWARDS MOBILE NUMBER PORTABILITY**” done by me under the guidance of **Dr. M. LAVANYA** at **SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

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ABSTRACT

Perception means the sense of perceiving and the word perceive means to become aware of by one of the senses. It is therefore an intelligent observation or understanding. The word perception refers to the intuitive faculty. The word percept is the mental product with the help of this intuitive power the human being including animals perceive or become aware of through the senses or by mind. Other meanings of the word perceive are to discern to apprehend, to understand, to comprehend or to have knowledge. Perception is the process by which we become aware of and give meaning to events around us. It is through our perception that we come to define 'Reality'. Perceived reality is what individuals experience through one or more of the human senses and the meaning they ascribe to those experiences. Perception is the process by which people organize and obtain meaning from the sensory stimuli they receive from the environment. It is the process by which we make sense of the world. It is not foolproof. No two people in the same situation will perceive it in exactly the same way. Perception has close relation with the personality of the person perceiving the things and culture. To define the personality, the collection of psychological characteristics or traits that determine a person's preference and the individual style of behavior. Culture is the way in which a society as a whole perceives the world.

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Chapter 1

Introduction

Introduction of mobile number portability:

“Mobile Number Portability” means the facility which allows a subscriber to retain his mobile telephone number when he moves from one Access Provider to another irrespective of the mobile technology or from one cellular mobile technology to another of the same Access Provider; (TRAI)”

Though it was introduced as a tool to promote competition in the heavily monopolised wire line telecommunications industry, number portability became popular with the advent of mobile telephones, since in most countries different mobile operators are provided with different area codes and, without portability, changing one's operator would require changing one's number. Some operators, especially incumbent operators with large existing subscriber bases, have argued against portability on the grounds that providing this service incurs considerable overhead, while others argue that it prevents vendor lock-in and allows them to compete fairly on price and service. Due to the conflict of interest, number portability is usually mandated for all operators by telecommunications regulatory authorities. The Indian telecom industry was about to launch Mobile Number Portability (MNP) in a phased manner, on September 2009 and to be completed by March 2010. But it delayed due to some reasons till 30th June. Competition is one of the major driving factors of the Indian telecom industry. Launch of CDMA services and entry of new players are the major events, which made the industry highly competitive over a period of time. Consistent rounds of tariff cuts and improvement in the quality of services only resulted from high competition. Players upgraded themselves by making huge investments to improve the infrastructure and thereby the quality of services offerings, in view of the size of the market and the opportunities it offered.

Mobile operators offering telecom services in India include state-owned BSNL and , besides private operators like Airtel, Reliance jio , Vodafone, Idea Cellular, Loop Mobile, Once mobile number portability is across in India, every operator will have to facilitate customers" exit from and entry to their networks with the same number.

Ways of portability:

There are four main methods to implement MNP by routing a number to new service provider:-

All Call Query (ACQ) The operator that originates the call always checks a centralized database and obtains the route to the call.

Query on Release (QoR) 87 the operator that originates the call first checks with the operator to which the number initially belonged, the donor operator. The donor operator verifies the call and informs that it no longer possesses the number. The operator that originates the call then checks the centralized database, as is done with ACQ.

Call Drop back Also known as Return to Pivot (RoP). The operator that originates the call first checks with the donor operator. The donor operator checks its own database and provides a new route. The operator that originates the call then uses this route to forward the call. No central database is consulted.

Onward Routing (OR) The operator that originates the call checks with the donor operator. The donor operator checks its own database and obtains a new route. The operator to which the number was designated routes itself the call to the new operator. This model is called indirect routing.

PROCESS OF MNP: HOW TO CHANGE MOBILE OPERATOR

Earlier the subscribers were hesitant to change their operators due to fear of losing their existing mobile number, but now with MNP subscribers can easily switch to new operator while retaining same mobile number. There's a catch though. You cannot switch operator and retain number if you have been with that operator for less than three months. Prepaid users must remember that their balance talk time will disappear if they switch to a different operator. The maximum down time between deactivating the existing connection and starting the new connection will be a maximum of two hours.

TRAI has forwarded the responsibility to the Department of Telecommunications (DoT) to select an operator who will be licensed to manage an end-to-end MNP solution.

Subscribers must pay up all pending bills before making an application for MNP. The porting fee is to be paid to the new operator. No payment is required to be given to the operator you are leaving. TRAI said that porting between mobile operators should be accomplished within four days. The porting rate in any country depends on a number of factors like: Mobile subscriber base, Churn rate, Number of operators in the market, Per Port Transaction Charge. The per port transaction charge has been computed by dividing the total cost to the MNP Service Provider (MNPS) by the estimated number of porting subscribers, over a period of 5 years.

EVALUATION OF MNP

Mobile Number Portability More Attractive to India's Postpaid Users and High Spenders: According to the Nielsen Mobile Consumer Insights study, postpaid subscribers have almost double the minutes of usage compared to prepaid subscribers and the incidence of data application usage is also higher among postpaid and high spend.

“Consumers and the market will decide who the predominant player will be, with the significant developments in the industry of Mobile Number Portability. As the market grows and hyper-competition takes effect, retention of the right type of customers will become critical,” said Panchapakesan.

ADVANTAGES TO SUBSCRIBERS:-

Free mobility from one service provider to another, without changing the mobile number. Price competition if the market is competitive.

Competition among service providers will lead to improvement in quality of service and product innovation, in order to retain and expand the customer base. Many value-added services may be offered by service providers to attract customers, either free or at low costs.

DISADVANTAGES TO SUBSCRIBERS:-

Telecom operator charges porting fees in many countries. These charges comprise of administrative fees and recurring monthly fees for number porting services.

Waiting period for mobile subscribers to get their number successfully ported. This waiting period ranges from 1-2 working days in Hong Kong, to 4-7 working days in Taiwan and Singapore, 4 days in India as directed by TRAI resulting in too much inconvenience for subscribers.

Overview of mobile network companies:

Bharat Sanchar Nigam Limited (BSNL):

Bharat Sanchar Nigam Limited (abbreviated BSNL) is an Indian state owned telecommunication company headquartered in New Delhi India. It was incorporated on 15 September 2000 and took over the business of

providing of telecom services and network management from the erstwhile Central Government Departments of Telecom Services (DTS) and Telecom Operations (DTO), with effect from 1 October 2000 on a going concern basis.

BSNL is India's oldest and largest communication service provider (CSP). It had a customer base of 12 crores as of June 2015. It has footprints throughout India except for the metropolitan cities of Mumbai and New Delhi which are managed by MahanagarTelephoneNigam(MTNL).

BHARTI AIRTEL:

Airtel Limited is an Indian multinational telecommunications Services Company headquartered in New Delhi, India. It operates in 20 countries across South Asia, Africa, and the Channel Islands. Airtel provides GSM 3G and 4G LTE mobile services, fixed line broadband and voice services depending upon the country of operation. It is the largest cellular service provider in India, with 228.25 million subscribers as of April 2015. Airtel is the largest mobile operator in South Asia and the third largest in the world with a 303 million subscriber base. Airtel was named India's second most valuable brand in the first ever Brandz ranking Millward Brown and WPP plc.

Airtel is credited with pioneering the business strategy of outsourcing all of its business operations except marketing, sales and finance and building the 'minutes factory' model of low cost and high volumes. The strategy has since been adopted by several operators. Airtel's telecom equipment is provided and maintained by Ericsson and Nokia Solutions and Networks whereas IT support is provided by IBM. The transmission towers are maintained by subsidiaries and joint venture companies of Bharti including Bharti Infratel and Indus Towers in India. Ericsson agreed for the first time to be paid by the minute for installation and maintenance of their equipment rather than being paid up front, which allowed Airtel to provide low call rates of ₹1/minute (US\$0.02/minute).

Jio:

Reliance Jio Infocom Limited, Jio, is an Indian telecommunications company and subsidiary of Jio Platforms, headquartered in Mumbai Maharashtra, India It operates a national LTE network with coverage across all 22 telecom circles It does not offer 2G or 3G service, and instead uses only voice over LTE to provide voice service on its 4G network.

Jio soft launched on 27 December 2015 with a beta for partners and employees, and became publicly available on 5 September 2016. As of 31 December 2019, it is the largest mobile network operator in India and the third largest mobile network operator in the world with over 387.5 million subscribers.

In September 2019, Jio launched a fiber to the home service, offering home broadband, television, and telephone services.

In April 2020, American social media company Facebook, Inc. bought a 9.9% stake in Jio for \$5.7 billion (Rs 43,574 crore), which was the highest foreign direct investment in the Indian technology sector. American private equity firm Silver lake bought 1% stake in Jio Platforms for Rs 5,655.75 crore (\$750 million). Vista Equity Partners picked up a 2.32% stake in Jio Platforms for Rs 11,367 crore. General Atlantic picked up a 1.34% for Rs 6,598.38 crore. In June, 2020, Abu Dhabi based Mubadala picked up 1.85% stake in Jio for Rs 9,093 Crores. KKR has invested 11,786 crore in Jio in lieu of 2.32% stake. In 13 June 2020 TPG Picked up 0.93% Stake in Jio for 4,546.80 Crore .Also L Catterton Picked up 0.39 Stake in jio for 1,894.50 Crores. Total Investment is 104, 326, 95 Crore as on 14 June 2020

Vodafone idea limited:

Vodafone Idea Limited is an Indian telecom operator with its headquarters based in Mumbai, Maharashtra and Gandhinagar Gujarat Vodafone Idea is a pan-India integrated GSM operator offering 2G 3G and 4G 4G+ and VoLTE mobile services under two brands named **Vodafone** and **Idea**. Vodafone Idea also provides services including Mobile payments, IoT, enterprise offerings and entertainment, accessible via digital channels as well as on-ground touch points, centre across the country. As of 31 December 2019, Vodafone Idea has a subscriber base of 332.65 million, making it second largest mobile telecommunications network in India and fifth largest mobile telecommunications network in the world Vodafone Idea has a broadband network of 340,000 sites, distribution reach of 1.7 million retail outlets.

On 31 August 2018, Vodafone India merged with Idea Cellular, and was renamed as Vodafone Idea Limited. However, the merged entity continues using both the Idea and Vodafone brand. Currently, the Vodafone Group holds a 45.1% stake in the combined entity, the Aditya Birla Group holds 26% and the remaining shares will be held by the public. Kumar Mangalam Birla heads the merged company as the Chairman and Balesh Sharma used to be the CEO. After a plunge in share price of Vodafone Idea by 80% on NSE, Balesh Sharma resigned citing personal reasons. Ravinder Takkar, Ex-CEO of Vodafone Romania and the key deal negotiator from Vodafone has taken over the reigns as CEO.

Need for the study:

Mobile Number Portability (MNP) allows subscribers to retain their present mobile telephone number when they switch from one service provider to another or from CDMA to GSM or the other way round of the same service provider

MNP has the potential to increase advantages to consumer in the form of heightened competition for premium users. MNP results in lower barriers for competition. MNP was licensed in India in April 2009, and was launched in January 2011. By this time, MNP was quite common with over 70 countries worldwide having already implemented portability solutions as per Yankee Group. TRAI used a lesser used multiple-administrator solution for MNP

Two MNP administrators are dually Mobile Number Portability 44 responsible for synchronizing the transfer of telephone numbers between mobile carriers, each utilizing own platform and infrastructure in different zones. As prescribed by the regulator, TRAI, India's MNP framework follows those regulations

(Department of Telecommunications):

The MNP framework is limited in scope i.e. it only allows mobile subscribers to carry their mobile numbers when moving to a new service provider. Similar services do not extend to fixed landline or other services.

The MNP process is started by the recipient service provider at the request (via SMS) of the user. Subscribers begin the porting process by procuring a Universal Porting Code (UPC) from their zonal MNP administrator (MITS or Syniverse), and presenting that code to their new service provider. The UPC is delivered via SMS only. Only upon verification of subscriber identity (address proof and photo Identity) next service provider starts the processing of porting request.

TRAI requires that the whole process for subscribers to switch carriers be finished within seven working days. The process results in the subscribers service outage for up to two hours during the transition to their new service provider.

The balance in prepaid account is not transferred, but retained by the old service provider. Updated routing is the ownership of the operators and consumers has no role to play in it.

Scope of the study:

The scope of the research is limited to Chennai city. The research confines to the study on Customer experience towards mobile number portability - with reference to college students in Chennai city. The scope of the study is to analyze the socio economic background of the Respondents, motivational factors influencing, reason and opinion about mobile number Portability changing of respondents of one network to another network for example (Vodafone network to jio network).

The customer preference and satisfaction and mobile number portability include, network Coverage, network quality, customer support, complaint management, availability of customer Service centers, billing services, value added services, and promotional offers, this study is Helpful in improving the service quality and customer preference and satisfaction towards Mobile number portability.

Objectives of the study:

- To study the socio economic back ground of the respondents
- To analyze the reason for change of mobile number portability of the respondents.
- To study the customer experience and satisfaction towards mobile number portability of the respondents.
- To examine the motivating factors influencing the customers towards mobile number portability of the respondents.

Limitations of the study:

- This study is limited to users to analyze mobile number portability among various mobile networks like airtel, bsnl, idea, Vodafone, jio etc.
- This research was carried out only in and around the college students in Chennai city. Therefore the findings of the study may not be universally relevant.
- The research was carried out in a short span of time, where in the researcher could not widen the study.
- Only the reasons and factors of brand switching and MNP have been taken.
- The total numbers of respondents were taken as 50.

Chapterisation:

- Chapter 1 deals with introduction
- Chapter 2 deals with review of literature
- Chapter 3 deals with data analysis and interpretation
- Chapter 4 deals with findings, suggestion and conclusion

CHAPTER 2

REVIEW OF LITERATURE

Mobile number portability in India is relatively newer phenomenon. The world has been experiencing the impact of this technology for some time. There have been number of studies which have direct or indirect effect on this research. The purpose of this chapter was to look for previous studies and models and try to find the basic parameters for this study.

Mobile number portability (MNP)

Chuang, (2011) used a binary logit model to investigate the factors that influence subscribers to stay or migrate in Taiwan's mobile phone industry. The results show that “subscribers' satisfaction, switching costs, and habit strength negatively influence switching intentions, constituting a sucking effect that motivates subscribers to stay with their original providers”. The study discussed variables of alternative attractiveness, pull effect and strength of habit

Liao & Chueh, (2011) Customers tend to change Telecommunications service providers for better price plans. The study is directed at finding marketing activities directed at proactively encountering Churn. Fuzzy data mining methods were used to control the rate of Customer turnover and find fitting policies customized for various customer groups.

Shi, Zhou, & Liu, (2010) reviewed the implementation of mobile number portability (MNP) in global context. The authors found that influencing factors of users' switching intention in China has an analogous situation with Korea having same MNP policy. The results of this research showed that customer satisfaction and switching costs have significant effects on users' porting behavior.

Blattberg, Malthouse, & Neslin, (2009) discovered that Customer Lifetime Value though difficult to forecast can be a major determinant in profitability. They established by their study that customer satisfaction, marketing efforts, cross-buying and multichannel purchasing all have positive relationships with Customer Lifetime Value. Effects of pricing, earned rewards and promotions were also weakly associated with Customer Lifetime Value.

Maicas, Polo, & Javier Sese, (2009) found that MNP adoption partially depends on customer-related variables. Switching costs impact market competition leading to change in prices, service quality, and customer welfare. Because of negative impact, national regulatory Authorities design policies aimed at reducing switching costs and fostering competition, MNP being significant among them. They investigated the effect of MNP on switching costs using a hierarchical Bayes model. A model explaining MNP adoption by customers using a binary logit specification was proposed in mobile phone services.

Kuo, Wu, & Deng, (2009) constructed an instrument to evaluate service quality of mobile value-added services. The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention was analysed using structural equation modeling and multiple regression. This Taiwan based study found positive associations between service quality, perceived value and customer satisfaction and post purchase intention in mobile value added services.

Kim, Yun, & Kim, (2009) discussed mobile telecommunication companies in Korea. It was a qualitative study through Focused Group Interview on customers' expectations and customers' requirements. Study collected Voice of Customer (VOC) data in relation to the quality attributes. The study resulted in finding that customer need fulfillment is paramount to success of telecom service providers.

Hu, Kandampully, & Juwaheer, (2009) recorded that today's world of intense competition; customer satisfaction is not the goal but the eligibility criterion, thus emphasising customers' perceptions of service quality. They established the relation between service quality, satisfaction, perceived value and image. They proposed a model indicating high quality service and superior customer value may lead towards customer satisfaction. Firm's corporate image and consumer retention in the model depends upon Customer satisfaction.

Seo, Ranganathan, & Babad, (2008), found that the competition in the mobile telecom has increased the cost effectiveness of retaining current customers in USA. Mobile services are not a one-time sale like commodity products but continuous services, service providers can offer additional services over the length of a customer's tenure to increase customer loyalty. The study referred to factors such as length of association, service plan complexity, and quality of connectivity that affect switching costs and customer satisfaction. Customer retention also depends upon demographics, service plan complexity and handset sophistication.

In Sweeney & Swait, (2008) were of the opinion that customer churn is critical in the relational services sector (e.g., retail banking, telecommunications), where profitability in industry depends upon customer retention. Credibility of the brand depends upon service quality and other tools of customer relationship management which leads to customer retention. Commitment and word-of-mouth resulting from brand goodwill help reduce switching behaviors among customers.

Turel & Serenko, in (2008) outlined the role played by customer satisfaction and loyalty as factors with respect to mobile Telecommunications services. User satisfaction and loyalty were found to be significant for all mobile stakeholders. A general standard measure of satisfaction with mobile services was adapted from the American Customer Satisfaction Model.

Shin & Kim, (2008) investigated switching barriers under the mobile number portability (MNP) in the U.S. mobile market. In USA,,s context Customer satisfactions, switching barriers, and demographics significantly affect subscribers' intent to switch with lower switching costs and increased competition among providers. Mobile number portability in India has effectively ended the switching cost related with loss of business or social contacts. Hence areas like service quality, customer satisfaction and related factors would come to the fore determining the need to churn.

Turel, Serenko, & Bontis, (2007) argued that mobile value-added services(VAS), such as short messaging services (SMS) or other pay-per-use services, should not be ignored. Perceived value of VAS and SMS was found to be determinants of behavioral intentions.

Ranganathan, Seo, & Babad,(2006)discovered that subscriber churn had become a critical issue for telecom operators. Studying customers with no contractual obligations they studied demographics correlation with their switching behavior, based on data on over 30,000 mobile users. This data mining exercise resulted in discovering significant associations between mobile users and their service usage, service bundling and their switching behavior. Age and gender were also seen impacting the Subscriber churn.

Ruta, Nauck, & Azvine, (2006) has shown that “in telecom industry high installation and marketing costs make it between six to ten times more expensive to acquire a new customer than it is to retain the existing one”. One of major goals hence for telecom industry is prediction and prevention of customer churn. They emphasized that it is not just classifying customers into churners or non-churners but also taking into account the timing of churn event as pre-requisite for churn Management.

Ahn, Han, & Lee, (2006) discussed that retaining customers is one of the most crucial challenges in the saturating mobile market. There study used customer transaction and billing data to investigate determinants of customer churn in the Korean mobile telecommunications service market. The major finding of this study was that call quality-related factors and heavy influenced customer churn.

Darke & Chung, (2005) studied the effect of pricing plans in increasing deal value in retail sector. Price discounts dominate the sales promotions employed by marketers. Without assurance of product quality this may generate negative quality inferences. According to research free gift promotions maintained quality perceptions without affecting perception of quality while Product trial could be used to magnify promotional effects.

Gustafsson, Johnson, &Roos, (2005) in a study of Telecommunications services, examined the effects of customer satisfaction, affective commitment, and calculative commitment on retention. Situational triggers were found to influence satisfaction-retention relationship in this study. The results supported customer satisfaction, commitment and prior churn"s impact on retention.

Kim & Yoon, (2004), used a binomial logit model to find the determinants of subscriber churn and customer loyalty in the Korean mobile telephony market. Level of satisfaction, call quality, tariff level, handsets, brand image, income, and tenure were determinants influencing the switching behavior. Good call quality and brand image made customers brand evangelists. Study also found "spuriously loyal" customers who were staying with present provider just because of switching costs.

Buehler & Haucap, (2004) examined the consequences of introducing Mobile number portability (MNP). They found that MNP leads to abolishment of switching costs, and hence is good thing for customers. As telephone numbers no longer identify networks MNP may result in consumer ignorance. They also discussed role of termination charges on customer bills.

Keaveney & Parthasarathy, (2001) found that there is unprecedented growth in Internet users worldwide which is resulting in exponential growth in the online services industry. Customer churn i.e. switching behaviour in service industry segments customers between continuers and switchers. Behavioural, attitudinal and demographic (income and education) factors are constructs which determine the segments a service user belongs to.

Hensel & Dubinsky, (1986) felt that customers tend to leave the operators who they believe to be unethical or engaging in questionable behaviour. Marketers" visibility and promotional efforts often gets perceived the customer

Chapter 3

RESEARCH METHODOLOGY

3.0 RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods but also the methodology.

According to Clifford woody, research comprises defining and redefining problems, formulating hypothesis or suggested solution; collecting, organizing, and evaluating data; making deductions and reaching conclusion; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis.

3.1 RESEARCH DESIGNS:-

A research design is the arrangement of conditions for collection and Analysis of data in a manner that aims to combine relevance to the research purpose With economy in procedure. This Research design applied for the study is 'Descriptive Research.

3.1.1 DESCRIPTIVE RESEARCH DESIGN

Descriptive research aims to accurately and systematically describe a Population, situation or phenomenon. It can answer what, where, when and how Questions, but not why questions. A descriptive research design can use a wide variety Of research methods to investigate one or more variables.

3.2 SAMPLING TECHNIQUE

Sample design is the theoretical basis and the practice mean by Generalizing from characteristics of relatively few of the Comprising population. It is the Method by which the sample is Chosen.

3.2.1 NON PROFITABILITY SAMPLING

Non-probability sampling is defined as a sampling technique in which the Researcher selects samples based on the subjective judgment of the researcher rather Than random selection.

3.2.2 CONVENIENCE SAMPLING

A convenience sample is a type of non-probability sampling method Where the sample is taken from a group of people easy to contact or to reach.

3.3 SAMPLING TECHNIQUE ADOPTED

Convenience Sampling.

3.4 SAMPLE SIZE

A sample of 100 respondents was taken as sample respondents for the Purpose of study. The respondents were selected at random.

3.4.1 SAMPLE TARGETED PEOPLE

My survey targeted people is both Men and Women at the age Group of [18-60].

3.5 SOURCES OF DATA

Sources of Data begins with figuring out what sort of data is needed, Followed by the collection of a sample from a certain section of the population. Next, You have to utilize a certain tool to gather the data from the chosen sample. The two Types of sources of data are

3.5.1 Primary data

The Primary data for this study was collected through questionnaire.

3.5.2 Secondary data

Secondary data was collected from external sources like Websites, Journals Etc.

3.6 STRUCTURE OF THE QUESTIONNAIRE

The questionnaire follows a simple and basic layout. It is made easy for the Participants to respond to the questionnaire without any delay or confusion. The set of Question and the answer options present in the questionnaire are predetermined and Are constructed by myself based on general questions regarding the main topic. The Structure of questionnaire used in this project is as follows.

3.6.1 Basic introduction

The questionnaire begins with small and simplifies description regarding the Questionnaire – Title and description of the topic

3.6.2 Personal details

The actual questionnaire begins here where the participants are asked About their personal details such as their name, age, gender and occupation.

3.6.3 Research related questions

The next set of questions in the questionnaire consists of the questions Related to public where the participants are asked on their general opinion on their Satisfaction level of lifestyle clothing.

3.6.4 Perception questions

The next set of questions in the questionnaire focus on increase in clothing Related question on whether the participants are affecting due to increase in clothing.

3.6.5 Suggestion questions

The last and final questions in the questionnaire focus on the suggestion Questions of the participants regarding the questionnaire.

3.7 HYPOTHESIS

H1: There is no significant difference in factors influencing the satisfaction of male and Female customers.

H2: There is significant difference in factors influencing the purchase decision of male And female customers.

3.7.1 ANALYTICAL TOOLS

Tools used in this research are CHI – SQUARE Method.

CHAPTER - 4

DATA ANALYSIS AND INTERPRETATIONS

Chart showing Gender of the respondents

Table 4.1

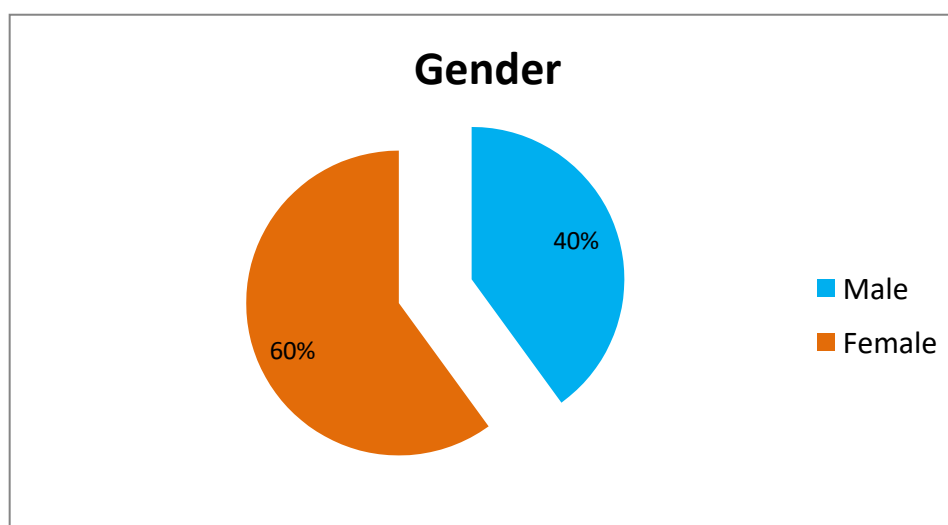
Table showing Gender of the respondents:

Gender	Number of Respondents	Percentage
Male	20	40 %
Female	30	60 %
Total	50	100 %

Source: primary data

Chart 4.1

Chart showing Gender of the respondents



Inference

It is found from the above table 3.1 & chart 3.1 for gender that 40 % of respondents are male. And 60 % of respondents are female. It can be concluded that, as per sample collected Maximum numbers of respondents are female.

Table 4. 2

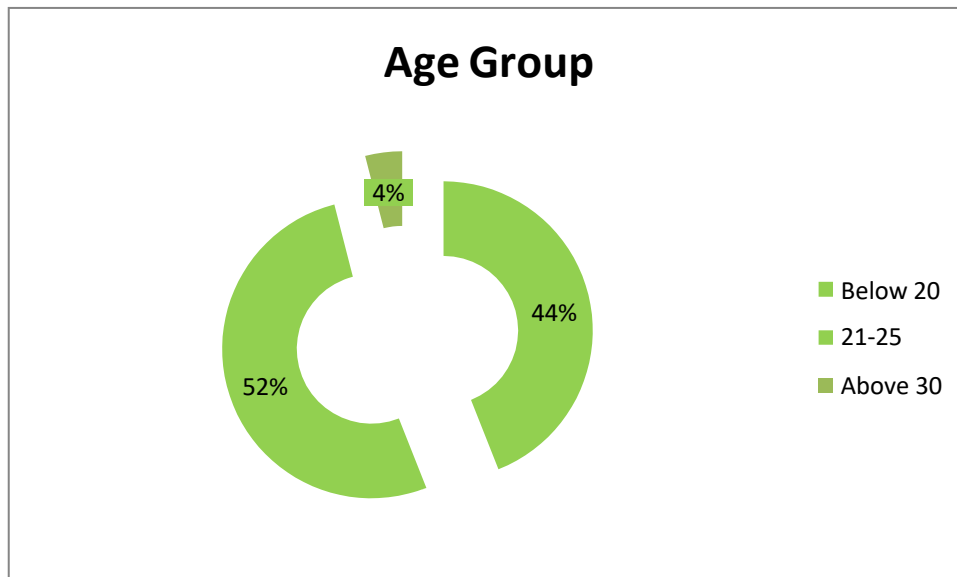
Table showing Age Group of the respondents:

Age Group (in. years)	Number of Respondents	Percentage
Below 20	22	44 %
21-25	26	52 %
Above 30	2	4 %
Total	50	100 %

Source :primary data

Chart 4. 2

Chart showing Age Group of the respondents:



Inference

It is found from the above table 3.2 & chart 3.2 that 44 % of respondents fall under the age group of Below 20 years. 52 % of respondents coming under the age group of 21-25 years. 4% of respondents coming under the age group of above 30 years. It can be concluded that, as per sample collected, maximum numbers of respondents are 21-25 years of age.

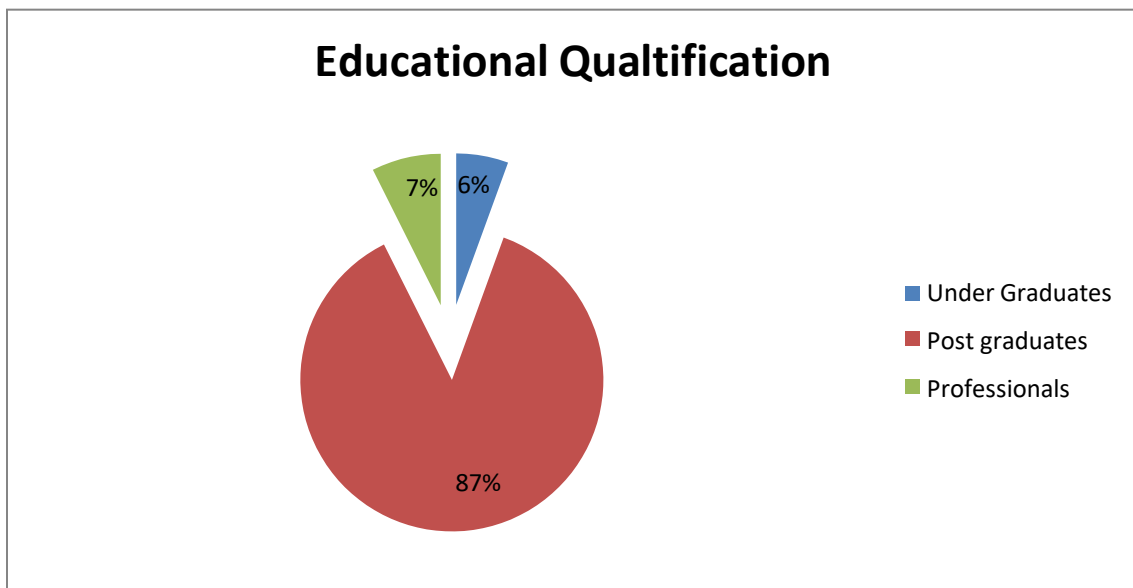
Table 4.3

Table showing educational qualification of respondents

Educational qualification	Number of Respondents	Percentage
Under Graduates	41	82 %
Post Graduates	5	10 %
Professionals	4	8 %
Total	50	100 %

Source primary data

Chart 4.3
Education Qualification



Inference

It is found from the above table 3.3 & chart 3.3 that educational qualification that 82 % of respondents are Under graduates. 10 % of respondents are post graduates and 8 % of respondents are Professionals. It can be concluded that as per sample collected, maximum number Of respondents are under graduates.

Table 4.4

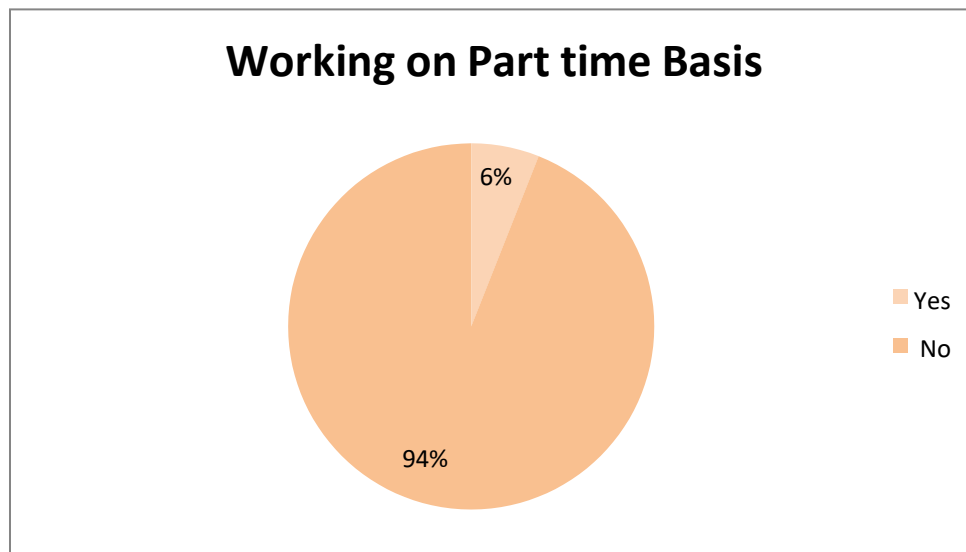
Table showing respondents working on part-time basis

Working on part time. basis	Number of respondents.	percentage
Yes	3	6 %
No	47	94 %
Total	50	100 %

Source: primary data

Chart 4.4

Chart showing respondents working on part time basis



Inference

It is found from the above table 3.4 & chart 3.4 that 6% of respondents are working part time basis. 94 % of respondents are not working on part time basis. It can be concluded that maximum Number of respondents is not working on part time basis

Table 4.5

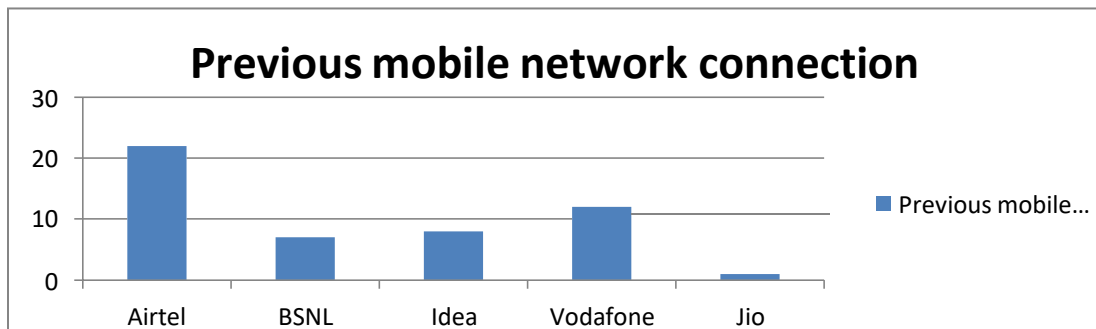
Table showing respondents previous mobile network connection

Service providers	Number of respondents	percentage
Airtel	22	44 %
BSNL	7	14 %
Idea	8	16 %
Vodafone	12	24 %
Jio	1	2 %
Total	50	100 %

Source primary data

Chart 4.5

Chart showing respondent's previous mobile network connection



Inference

It is found from the above table 3.5 & chart 3.5 that before the mobile number portability there are 44 % of Respondents from airtel. 14 % of respondents from BSNL. 16 % of respondents from idea. 24 % of respondents from Vodafone. 2 % of respondents from jio. So, basically there is more Number of respondents from poor network coverage.

Table 4.6

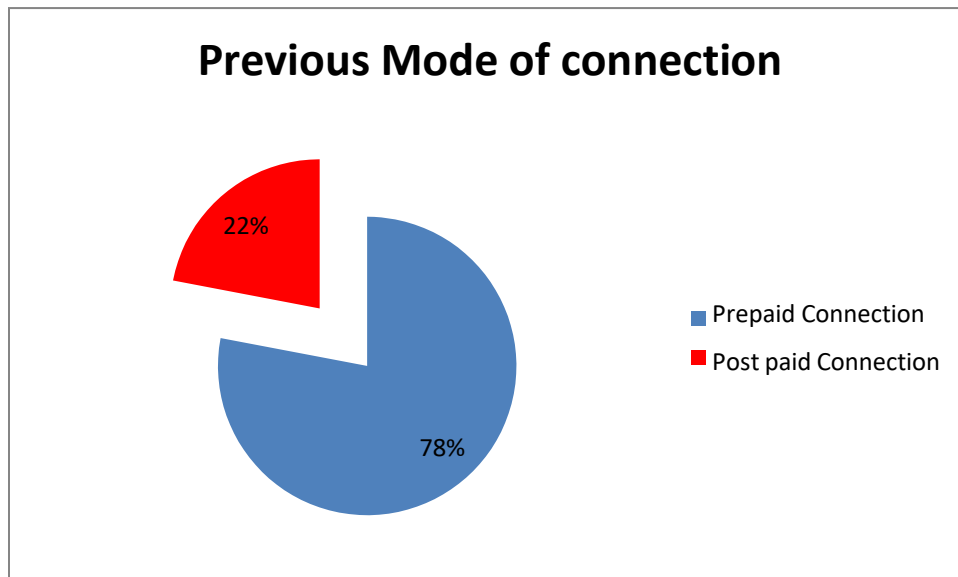
Table showing Respondents previous mode of connection

Mode of connection	Number of respondents	Percentage
Prepaid connection	39	78 %
Post paid connection	11	22 %
Total	50	100%

Source: primary data

Chart 4.6

Chart showing Respondents previous mode connection



Inference

From the above table 3.6 & chart 36 it is found that this is the data of the respondents who have done Mobile number portability. Before the portability there is 78 % of the respondents are using prepaid connection. And 22 % of the respondents are using post paid connection. In mobile number portability service provider gives you option to choose mode of connection. Because of portability some people willing to change the mode of connection from prepaid to post paid and post paid to pre paid.

Table 4. 7

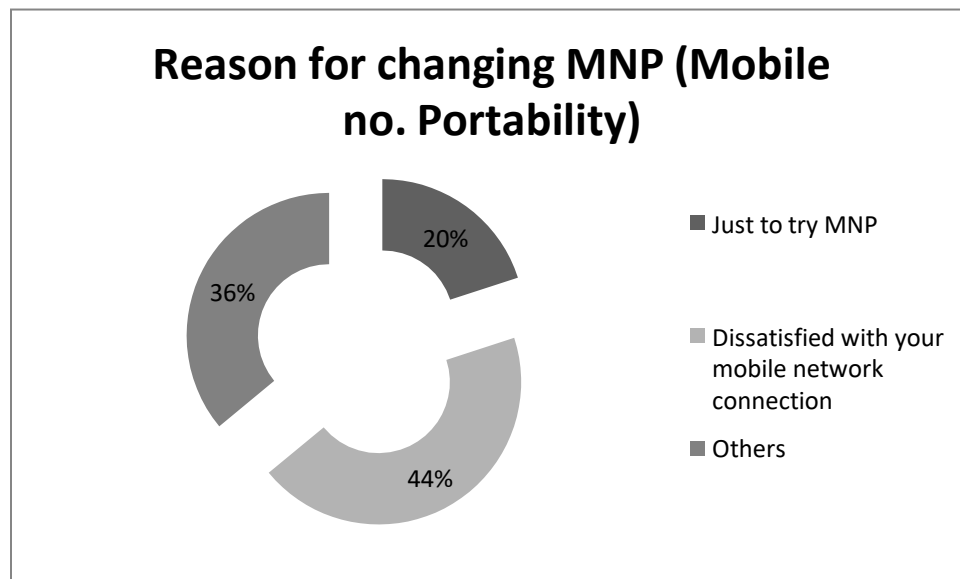
Table showing Reason for changing Mobile number portability of the respondents.

Reason	Number of respondents	percentage
Just to try MNP	10	20 %
dissatisfied with your mobile network connection	22	44 %
Others	18	36%
Total	50	100%

Source: Primary Data

Chart 4. 7

Chart showing Reason for changing Mobile number portability of the respondents



Inference

It is found from the above table 3.7 & chart 3.7 that 20 % of respondents have done portability just to try it. There are 44 % of the respondents who were dissatisfied with their mobile network connection so they have done mobile number portability. And 36 % of respondents who have done Portability to try others

Table 4.8

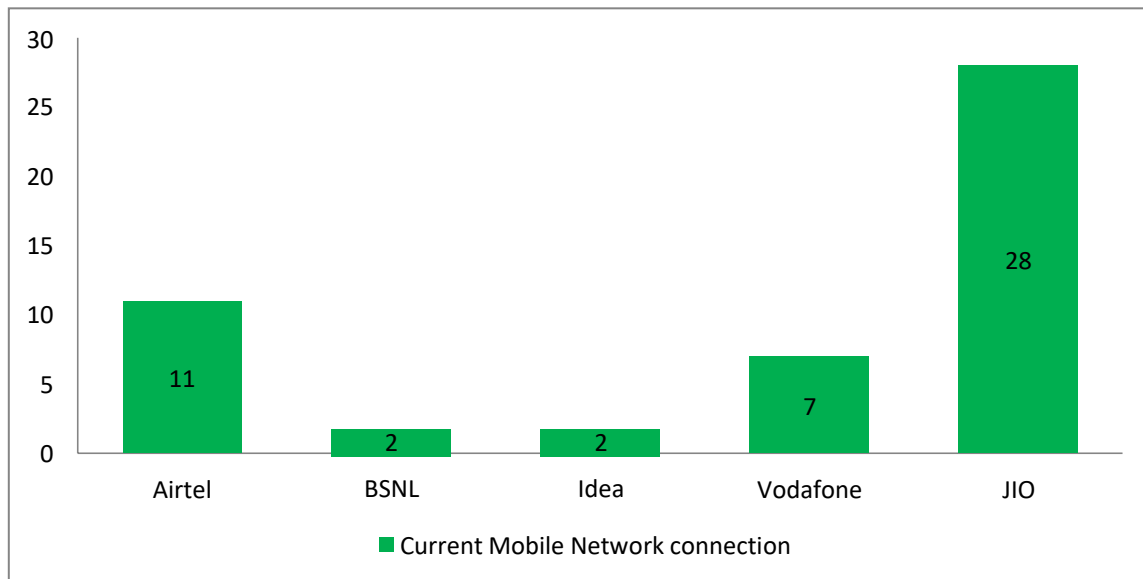
Table showing respondents current mobile network connection

Service provider	Number of respondents	Percentage
Airtel	11	22 %
BSNL	2	4 %
Idea	2	4 %
Vodafone	7	14 %
JIO	28	56 %
Total	50	100 %

Source primary data

Chart 4.8

Chart showing respondents current mobile network connection



Inference

It is found from the above table 3.8 & chart 3.8 that after the mobile number portability 22 % Respondents From airtel. 4 % respondents from bsnl. 4 % respondents from idea. 14% Respondents from Vodafone. 56 % respondents from jio. On the basis of the data we can easily Say that people want to move from weaker network to powerful network.

Table 4.9

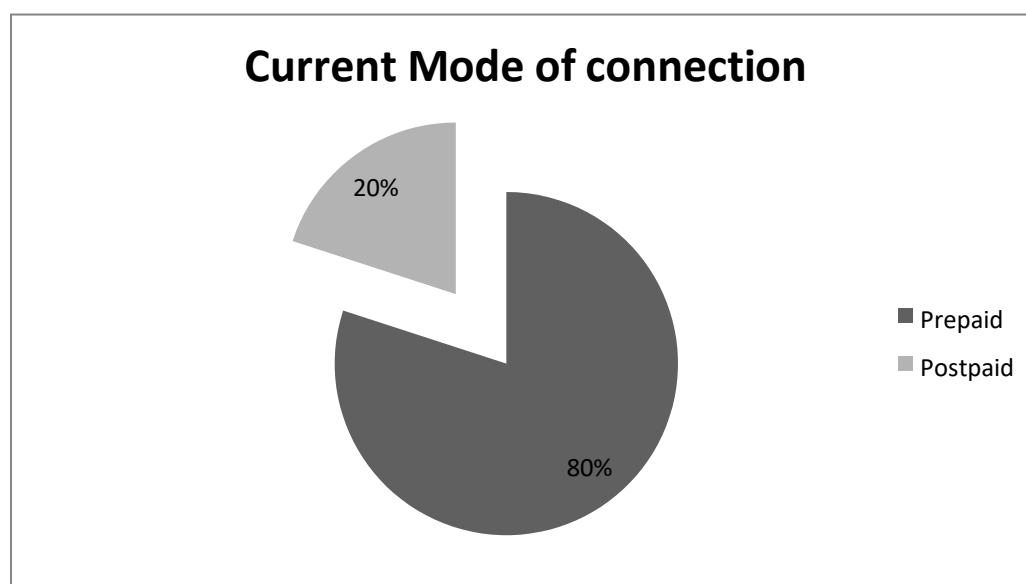
Table showing respondent's current mode of mobile network connection

Mode of Connection	Number of Percentage	Respondents
Prepaid connection	40	80 %
Post paid connection	10	20 %
Total	50	100%

Source primary data

Chart 4.9

Chart showing respondent's current mode of mobile network connection



Inference

It is found from the above table 3.9 & chart 3.9 that this is the data of the respondents who have done Mnp. After the portability there are 80 % of respondents are using pre paid connection. And 20 % Respondents are using post paid connection. In Mnp service provider gives you the option to choose the mode of connection. Because of portability some respondents are willing to Change the mode of connection from prepaid to post paid and post paid to pre paid.

Table 4.10

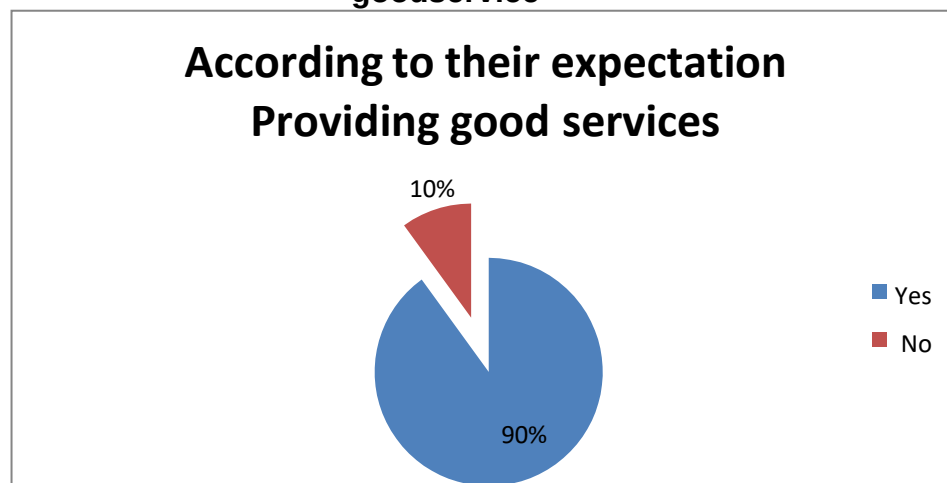
Table showing respondents According to their expectation providing goodservices

Yes/No.	Number of Percentage	Respondents
Yes	45	90 %
No	5	10 %
Total	50	100 %

Source: primary data

chart 4. 10

chart showing respondents According to their expectation providing goodservice



Inference

It is found from the above table 3.10 & chart 3.10 those 90 % respondents who believe that according to Their Expectation they are providing good services after mobile number portability, and there Are 10 % of respondents who believe that they are not providing good services after mobile Number portability. This question related with service provider that they are providing after Portability to their customers. It includes good connectivity, reliable tariff rates, and good network Coverage, better customer services, desire services, etc.

Table 4.11

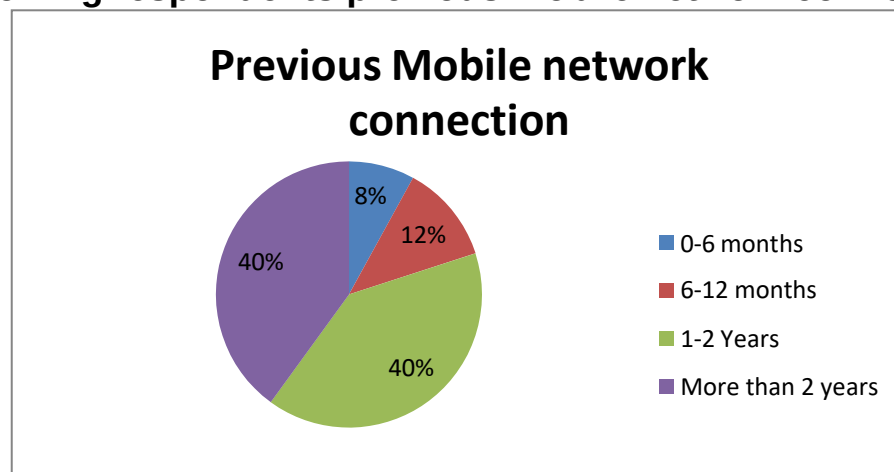
Table showing respondents previous mobile network connection

Particulars	Number of respondents	Percentage
0 -6 months	4	8 %
6 -12 months	6	12 %
1 -2 years	20	40 %
More than 2years	20	40 %
Total	50	100%

Source primary data

Chart 4.11

chart showing respondents previous mobile network connection



Inference

It is found from the above table 3.11 & chart 3.11 that data of previous mobile network connection of The Respondents. There are 8 % of respondents have been used for 0-6 months the previous Mobile network connection. There are 12 % of the respondents have been used 6-12 months The previous Mobile network connection. There are 40 % of the respondents have been used 1-2 years the previous mobile network connection. There are 40 % of the respondents have Been used more than 2 years the previous mobile network connection.

Table 4. 12

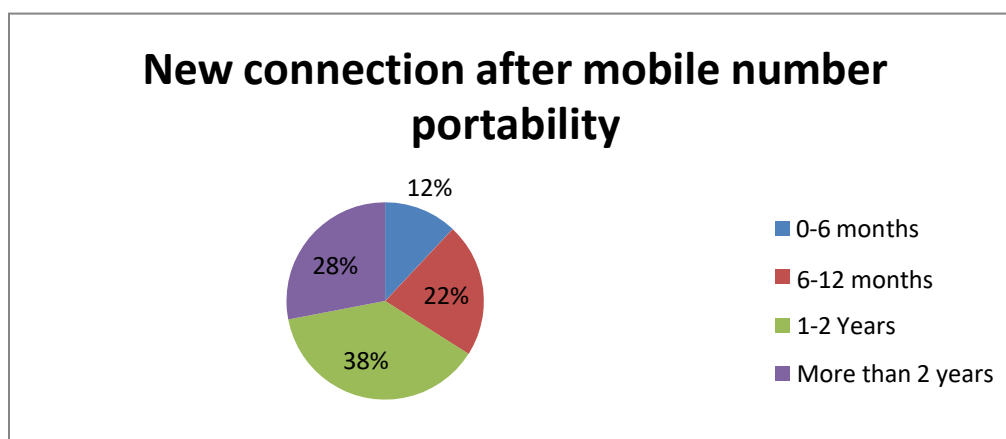
Table showing respondents new connection after mobile number portability

Particulars	Number of respondents	Percentage
0-6 months	6	12 %
6-12 months	11	22 %
1-2 years	19	38 %
More than 2years	14	28 %
Total	50	100 %

Source primary data

Chart 4.12

Chart showing respondent's new connection after mobile number portability



Inference

It is found from the above table 3.12 & chart 3.12 that data of respondents of new connection after Mobile Number portability. There are 12 % of the respondents have been used 0-6 months their New Connection after portability. There are 22 % of the respondents have been used 6 -12 Months their new connection after portability. There are 38 % of the respondents have been Used 1-2 years new connection after portability. There are 28% respondents have Been used more than 2 years their new connection after portability.

Table 4.13

Table showing respondent's type of benefits has been provided by previous service provider to retain you back.

Particulars	Number of respondents	Percentage
Free balance	6	12 %
Free internet	11	22 %
Discount on recharge bill	19	38 %
Various schemes	14	28 %
Total	50	100 %

Source primary data

Inference

The above table 3.13 & chart 3.13 shows that what kind of benefits has been provided to their customers To Retain them back. There are 12 % respondents whose were offered free balance. There are 22 % respondents whose were offered free internet. There are 38 % respondents whose were Offered discount on recharge bill. There are 28 % respondents whose were offered various Schemes.

chart 4.13

Chart showing respondent's type of benefits has been provided by previous service provider to retain you back

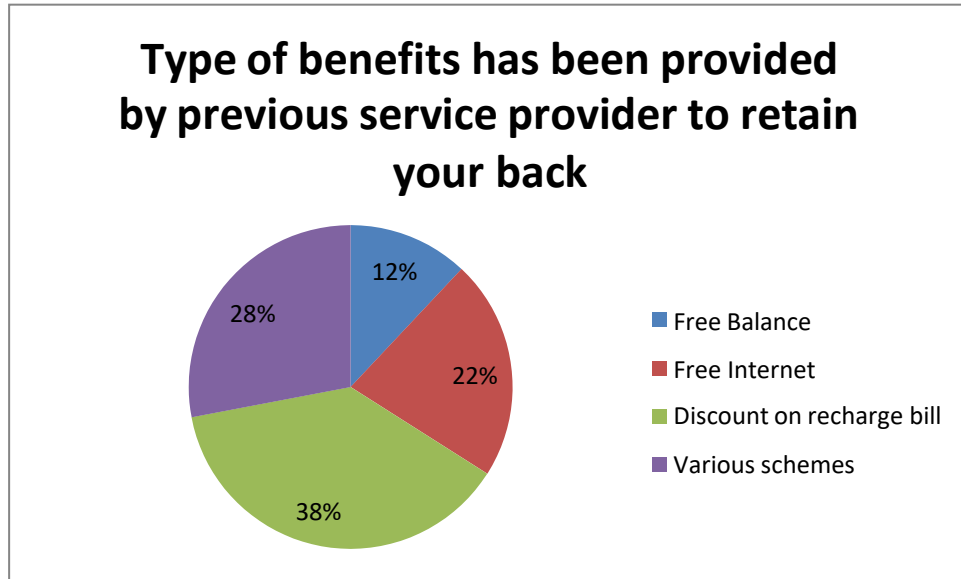


Table 4.14

Table showing Level of satisfaction of past service provider of the respondents.

Particulars	Number of respondents	Percentage
Highly satisfied	5	10 %
Satisfied	21	42%
Neutral	18	36%
Dissatisfied	4	8 %
Highly dissatisfied	2	4 %
Total	5	100 %

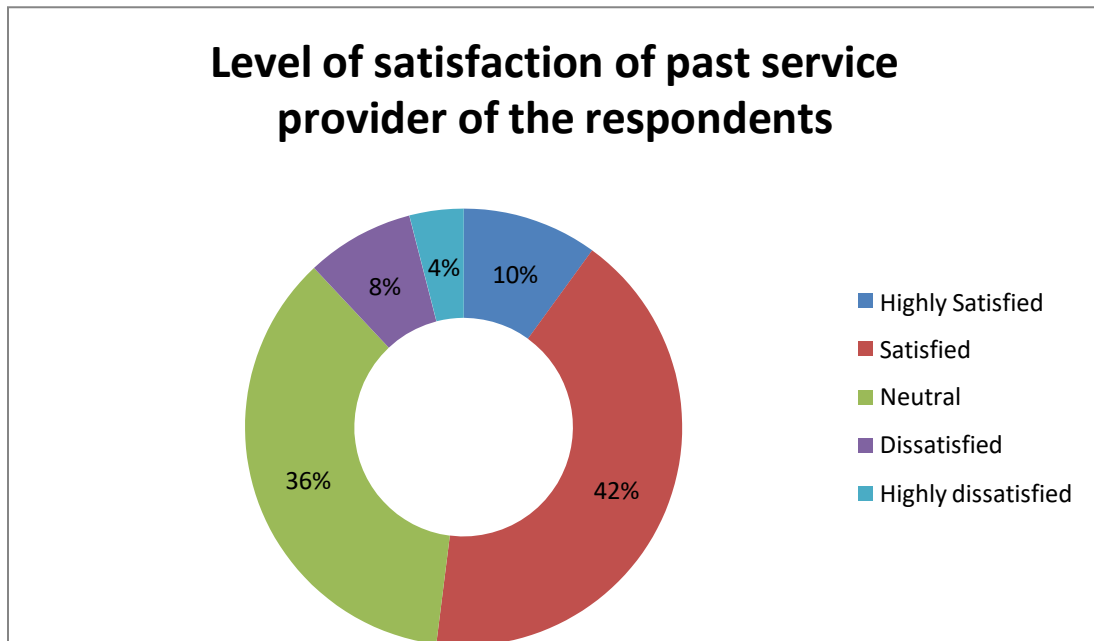
Source primary data

Inference

It is found from the above table 3.14 & chart 3.14 that 10 % respondents are highly satisfied with the Past Service provider before portability. 42 % respondents are satisfied with the past service Provider before portability. 36 % respondents are neutral with the past service provider before Portability. 8 % respondents are dissatisfied with the past service provider before portability. And 4 % respondents are highly dissatisfied with the past service provider before portability.

Chart 4.14

Chart showing Level of satisfaction of past service provider of the respondents



4.15. HYPOTHESIS

A research hypothesis is a specific, clear and testable. proposition or predictive statement about the possible outcome of a scientific research study based on a particular property of a population, such as presumed differences between groups on a particular variable or relationships between variables.

CHI-SQUARE:

A chi-squared test (also chi-square or X2 test) is a statistical hypothesis test that is valid to perform when the test statistic is chi-squared distributed under the null hypothesis, specifically Pearson's chi-squared test and variants there of.

	Results						Row Totals
	Yes		No				
Male	30	(27.35)	[0.26]	(3.65)	[1.92]		31
Female	15	(17.65)	[0.40]	5	(2.35)	[2.98]	20
Column Totals	45			6			51 (Grand Total)

The chi-square statistic is 5.5524. The p -value is .018455. The result is significant at $p < .05$.

Want to know how to report the result of your chi-square test (APA style)? (Opens in a new tab so you don't lose your result.)

CHAPTER 4

FINDINGS, SUGGESTION AND CONCLUSION

Findings of the study

The following are the findings of the study they are:

- The majority of the respondents were female 60 % .and male respondents are almost Equal to female 40% thus, the sample has fair representation of both male and female Respondents.
- A significant majority of the respondents 52 % are between the age group of 21 -25 Years. 44 % respondents are between the age group of below 20 years. 4 % respondents are between the age group of above 30 years.
- A significant majority of the respondents were 82 % are under graduates.10 % Respondents are post graduates. 8 % respondents are professionals.
- A significant majority of the respondents 94 % are not working on parttime basis. And only 6 % of the respondents are working on part time basis.
- The majority of the respondents 94 % are not working so there is no monthly income for the Respondents. 4% respondents earn monthly income of below rs.10000. No respondents have earned monthly income of rs.10000 — rs.15000. only 2 % respondents Earn monthly income of above Rs.15000.
- The majority of the respondents 38 % respondents spend less than rs.200 for mobiles on monthly basis. And 38 % respondents spend rs.200 — rs.500 for mobiles on monthly basis. 24 % respondents Spend more than Rs.500 for mobiles on monthly basis.
- A significant majority of the respondents spend 36 % spend 2 -5 hours daily basis on Mobiles. 26 % respondents spend more than 10 hours daily basis on mobiles. 20 % respondents Spend less than 2 hours dabasis on mobiles. 18 % respondents spend 5 -10 hours daily basis on mobiles.

- The majority of the respondents before mobile number portability 78 % respondents are using prepaid connection. And 22 % respondents are using post paid connection.
- A significant majority of the respondents 44% who were dissatisfied with their mobile Network connection so they have done mobile number portability. 36 % respondents Have done portability to try others. And 20 % respondents have done portability Just to try it.
- As per sample collected, respondents have ranked network coverage in first Place with mean value 3.44. Call drops in second place with mean value 3.82. Device service in Third place with mean value 3.9. Tariff rates in fourth place with mean value 3.92. Customer Service in fifth place with mean value 4.14. Others in sixth place with mean value 4.32. Connectivity in seventh place with mean value 4.32.
- A significant majority of respondents after mobile number portability 56% respondents from jio. 22 % respondents from airtel. 14 % respondents from Vodafone. 4% respondents from idea. 4 % respondents from bsnl. On the basis of the data we can easily say that people who want to move from weaker network to more powerful network.
- The majority of the respondents after mobile number portability 80 % are using prepaid Connection. 20 % respondents are using post paid connection.
- A significant majority of the respondents 90 % who believe according to their expectation they are providing good services after mobile number portability. And 10 % Respondents who believe that they are not providing good services after mobile number portability.
- The majority of the respondents 8 % respondents have been used 0 -6 months the previous mobile network connection. There are 12 % respondents have been used 6-12 months the previous mobile network connection. There are 40 % respondents have been used 1-2 years the previous mobile network connection. There are 40 % respondents have been used more than 2 years

- portability. No respondents are highly dissatisfied with the connectivity after mobile number portability.
- The majority of the respondents 38 % who were offered discount on recharge bill. 28 % respondents who were offered free schemes. There are 22 % respondents who were offered free internet. There are 12 % respondents who were offered free Balance. These are the kind of benefits has been provided by the customers to retain Them back.
- The majority of the respondents 28 % whose reason was network coverage to stick the Existing service provider. 20 % respondents whose reason was connectivity to stick The existing service provider. 16 % respondents whose reason was others to stick the Existing service provider. 14 % respondents whose reason was customer service to Stick the existing service provider. 12 % respondents whose reason was tariff rates to stick the existing service provider. 8 % respondents whose reason was desire service to stick the existing service provider. 2 % respondents whose reason was call drops to Stick the existing service provider.
- The majority of the respondents 82 % were overall satisfied with the current service Provider after portability. 12 % respondents are not overall satisfied with the current Service provider after portability.
- A significant majority of the respondents 42 % were satisfied with the past service provider before portability. 36 % respondents are neutral with the past service provider before portability. 10 % respondents are highly satisfied with the past service provider before portability. 8 % respondents are dissatisfied with the past service provider before Portability. 4 % respondents are highly dissatisfied with the past service provider before portability.
- The majority of the respondents 38 % are satisfied with the connectivity after mobile number portability. 36 % respondents are highly satisfied with the connectivity after Mobile number portability. 14 % respondents are neutral with the connectivity after mobile number portability.

- The majority of the respondents 50 % are neutral with the tariff rates after portability. 24 % respondents are satisfied with the tariff rates after portability. 14 % respondents are highly satisfied with the tariff rates after portability. 10 % respondents are dissatisfied with the tariff rates after portability. 2 % respondents are highly dissatisfied with the tariff rates after portability.
- A significant majority of the respondents 44 % are satisfied with the network coverage after portability. 32 % respondents are neutral with the network coverage after portability. 12 % respondents are highly satisfied with the network coverage after portability. 10 % respondents are dissatisfied with the network coverage after portability. 2 % respondents are highly dissatisfied with the network coverage after portability.
- The majority of the respondents 36 % are dissatisfied with the call drops after portability. 32 % respondents are satisfied with the call drops after portability. 26 % respondents are neutral with the call drops after portability. 22 % respondents are highly satisfied with the call drops after portability. 4 % respondents are highly dissatisfied with the call drops after portability.
- A significant majority of the respondents 36 % are satisfied with the customer service after portability. 24 % respondents are neutral with the customer service after portability. 20 % respondents are highly satisfied with the customer service after portability. 10 % respondents are dissatisfied with the customer service after portability. 10 % respondents are highly dissatisfied with the customer service after portability.
- The majority of the respondents 38 % are satisfied with the data service after portability. 24 % respondents are highly satisfied with the data service after portability. 22 % respondents are neutral with the data service after portability. 10 % respondents are dissatisfied with the data service after portability. 6 % respondents are highly dissatisfied with the data service after portability.
- A significant majority of the respondents 30 % are satisfied with the internet service after Portability. 24 % respondents are neutral with the

internet service after portability. 22 % Respondents are highly satisfied with the internet service after portability. 14 % respondents are dissatisfied with the internet service after portability. 10 % respondents are highly dissatisfied with the internet service after portability..

Suggestions :

- The service providers can provide schemes like automatic recharge center, where the subscribers can recharge the account easily and directly. The facility may be in the form Of physical distribution or automatic computerized system. It is also suggested that Public sector service provider should give more offers and awareness to make availability of more recharge cards at various places.
- The service provider should give additional offers to loyal subscribers to retain them For a long time. .because, in the initial period or at the time of purchasing a new sim, more offers are given by the service provider to the subscribers but the service provider fails to give more offers to retain the subscribers for long time. So, the service provider can give additional offers to long time subscribers. For example, free talk time for the specific duration.
- The regulators should fix tariff margin charged by the service provider for vas. From their subscribers. Free connection and offers should be given to the people in remote area to reach the communication in rural area. The service regulator should fix unique tariff for basic offers like call cost and sms boosters for all service providers.
- The service provider has to improve the clarity of signal and connection of the network by installing more towers in rural and urban areas. Then everything will be smooth, Call clarity and quickness, internet speed and no engaged connectivity problems
- The details of the tariff can be given as per the subscribers' request then the subscriber will believe the service provider. It is also suggested that the service provider can Appoint more customer agents to give immediate response and service to the subscribers through customer care service and try to avoid customer care service. The duration of the time need to be informed to the subscribers on the time of making

complain itself.

- The service provider should frequently conduct research to understand about the Subscriber's preference and their satisfaction. It helps to retain the subscriber for a longer course of time. The service provider should offer various vases based on the preference of subscribers based on the demographic variables.

Conclusion:

Nowadays, mobile communication is becoming the life blood of the world. To make Communication much easier and faster tele- communication system is adopted. Really, it is Tremendous because it converts the globe into village. It makes everything on finger tip. Anyone can communicate with people through the world. Always there is a thought that, 'every Situation has two sides like a coin'. Everything has its own pros and cons. Likewise, Communication also has two sides, but whatever may be the reason, yet the advantages are more in communication systems. It reaches the peak of the satisfaction from the subscribers in future.

As we are in competitive world, for everything there is an alternative. Likewise, for the Mobile communication service provider, there are so many alternative service providers. So Subscribers are confused in selecting their service providers due to stiff competition among the Service providers in offering various schemes and offers offered to the subscribers, to attract Subscribers; otherwise the subscribers may switch over from one service provider to other Service provider very easily. But, whatever may be the situation there is general problem that 'Long distance relationship through mobile communication generally becomes poor because of the weak signals and ends up due to jammed network.' – Amit Abraham. It must be considered by providers to avoid network problems. If so, mobile communication is boom to the people in reducing the far distance relationship.

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QUESTIONNAIRE

1. Gender

- a) Male b) female

2. Age group (in years)

- a) Below 20 b) 21-25 c) 25- 30 d) above 30

3. Educational qualification

- a) Under graduates b) post graduates c) professionals

4. Are u working on part time basis?

- a) Yes b) No

5. What was your previous mobile network connection?

- a) Airtel b) bsnl c) idea d) Vodafone
e) jio

6. What was your previous mode of connection?

- a) Prepaid connection b) post paid connection

7. Reason for changing mobile number portability.

- a) Just to try mnp b) dissatisfied with your mobile network connection
c) Others

8 . Which mobile network connection do you use currently?

- a) Airtel b) bsnl c) idea d) Vodafone e) jio

9 .What is your current mode of mobile network connection?

- a) Prepaid connection b) postpaid connection

10. According to your expectation they are providing good services to you?

- a) Yes.

11.How long you used your previous mobile network connection

- a) 0-6 months b) 6-12 months c) 1-2 years d) more than 2 years

12 .From how long you are using your new connection after mobile number portability.

- a) 0- 6 months b) 6-12 months c) 1-2 years d) more than 2 years

13 .What type of benefits has been provided to you by your previous service provider to Retain you back.

- a. Free balance b) free internet c) discount on recharge bill d) various schemes.

14 . Overall satisfaction of current service provider.

- a) Yes b) No

15. Level of satisfaction of past service provider.

- a) Highly satisfied b) satisfied c) neutral d) dissatisfied e) highly dissatisfied

