CHAPTER – 5
CONCLUSION
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This chapter highlights the summary of major findings of descriptive and inferential analysis results of rural customers’ behaviour towards the choice of changing their existing mobile service provider (Mobile Number Portability) and the strategies used by the Telecom Service Providers (Telecom Companies) to pull the new customers towards themselves and to retain their existing customers. Key findings are based upon Schedule filled as per responses from rural customers using mobile phones in Jaipur District of Rajasthan.

The conclusion has been derived from key findings and analysis of Schedule filled as per responses by the customers using mobile services in the rural areas of Jaipur District.

The research highlights results of descriptive and inferential analysis-

- Of the awareness of Mobile Number Portability amongst rural mobile users
- Of the level of satisfaction of rural mobile users with their current service provider
- Of the level of expectation of rural mobile users with their service provider

Furthermore, the conclusion of current research leads to the recommendations on the possible way forward to improve upon services and customer satisfaction to mobile phone users in rural areas.
5.1 IMPLICATIONS

Implications of the research study for rural mobile phone users:

- The conclusion of this research study has significant practical implication for facilitating the rural mobile cell phone users to freely roam among with any desirable service provider by retaining their existing mobile numbers and also to avail different advanced technologies like 2G, 3G, 4G, CDMA and GSM or Pre-paid/Post-paid connections.

- This research study for Mobile number Portability in rural areas will bring many prospects in the Telecom Sectors which for sure are going to exaggerate the competition in rural market to pull each other customers and retain their existing customers.

- It will end the existing monopoly of several big players in the Telecom Industry and would be a leverage to ascertain the best possible service to the common mobile users in rural areas in the country.

- With this research study for MNP in rural areas, fair competition between different service providers will help into the better services and newer technologies like 4G etc. in rural areas, in order to attract the rural customers.

- The research study will help the Telecom Operators to do lot of research for Value Added Service requirements of the rural mobile cell using customers.

- This research study will help Telecom Industry to capture this untouched rural market of India which is spread over a enormous geographical area for future business possibilities.
## 5.2 CONCLUSION SUMMARY

<table>
<thead>
<tr>
<th>Objective</th>
<th>Hypothesis</th>
<th>Variables of the study</th>
<th>Test Applied</th>
<th>Inference</th>
<th>Implication</th>
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<tbody>
<tr>
<td>To analyze the level of satisfaction of rural mobile users with their current service provider.</td>
<td>Ho1: There is no significant relationship between level of satisfaction and MNP amongst rural consumer with current service providers.</td>
<td>Consumer Satisfaction</td>
<td>One Way ANOVA</td>
<td>As the F = 7.882 and P-Val = 0.0001, considered extremely significant. Therefore, Null Hypothesis is rejected and Alternate Hypothesis is accepted.</td>
<td>Strengthen Customer Care Services by simplifying the process for rural consumers. Network quality to be improved. Economical plans to be introduced for rural consumers.</td>
</tr>
<tr>
<td>To study the expectations of rural mobile users from service providers.</td>
<td>H02: The expectation of rural mobile users does not affect MNP.</td>
<td>Consumer Expectation</td>
<td>One Way ANOVA and t-Test</td>
<td>As the F = 21.006 and P-Val = 0.0001, considered extremely significant. Therefore, Null Hypothesis is rejected and Alternate Hypothesis is accepted.</td>
<td></td>
</tr>
<tr>
<td>To determine the level of awareness of MNP amongst rural mobile users.</td>
<td></td>
<td>MNP Service</td>
<td>Percentage calculation used to measure awareness</td>
<td>51% of the respondents confirmed their awareness towards MNP. 16% users used MNP to change the service provider.</td>
<td>Rural consumers to be made aware about the benefits of MNP Process. MNP Process to be simplified for the rural consumers.</td>
</tr>
</tbody>
</table>
5.3 FINDINGS

Key findings based on Rural Consumers’ responses:

The major findings are based on the research objectives in accordance with the analysis of consumer responses and case studies in the current research.

The following are the findings which are identified through the interpretation of the data of rural consumers’ responses from each table illustrated in previous chapters.

- **Socio-economic profile (demographic details of respondents) of rural mobile phone users.**
  - It is found that 67% respondents are male and 33% respondents are female, means male respondents in rural areas are using the mobile phone services to maximum extent.
  - The maximum number of mobile phone users in rural areas lie in the age group of 20-30 years (25%) followed by the age group of 31-40 years (16 %). This indicates that young generation of rural areas is prone to maximum use of mobile phones.
  - Educational qualification plays major role in deciding the expectation and determining the effectiveness of consumer support provided by the service provider.

In our research study, it is found that even though the respondents are from rural areas, but 41% are graduates and 22% are post-graduates.

- The purchase decision of the respondents in rural areas depends on income of the family and price centered approach of the Telecom Service Provider.
This study reveals that majority of mobile phone users in rural areas belong to business community (39%) and employees (25%).

- In this current research study, people from various tehsils of rural Jaipur district and from all income groups of society acted as respondents that is 65% having income below Rs. 2.5 Lac/annum, 26% having income between Rs. 2.5-5.0 Lac/annum and 9% income above Rs. 5.0 Lac/annum.

This research study will help the mobile phone service providers to provide rural customers various services, different choices, different tariffs for all earning groups.

- **Factors concerning average monthly expenditure on mobile usage/bills**-
  - The respondents of mobile cell phone users in rural areas feel that the monthly bill with their current service providers should be cheaper with variety of value added services.
  - In this research maximum respondents’ average monthly mobile bill varies from Rs. 200-500 per month followed by below Rs. 200 per month.
  - Thus billing will be the consequences of heavy competition among the different service providers.
  - Hence this research concludes that cheaper service and better facilities by the Telecom Service Providers in rural areas are the factors influencing the Mobile Number Portability.
The factors for Rural Consumer Satisfaction-

- The success of mobile phone service providers depend on their Customer Care Services, Effectiveness of Network and Call Charges.
- In this research study of rural areas in Jaipur district, most of the respondents prefer Vodafone followed by TATA, Airtel and Idea as preferred service providers.

Type of Cellular connections used by respondents in rural areas-

- This research analysis reveals that maximum mobile phone in rural areas used by individual respondents as pre-paid followed by family-pack in comparison to individual post-paid, corporate plans and others.

Rural respondent’s bonding duration with current service providers-

- This research study reveals that bond duration with same service provide among rural respondents found to be maximum one year followed by 1-3 years of duration.
- The rural mobile phone consumers prefer their brand mainly because it is economical and followed by wide network coverage, clarity and value added services.

5.4 SUMMARY RESULTS OF INFERENTIAL TESTING OR RURAL CONSUMERS BASED HYPOTHESIS TESTING:

Null Hypothesis: There is no significant relationship between level of satisfaction and Mobile Number Portability amongst rural consumer with current service
providers and Alternate Hypothesis: There is a significant relationship between level of satisfaction and Mobile Number Portability amongst rural consumer with current service providers.

- As seen from Table 4.6, the entire hypothesis have been framed and tested for inferential study. Prime objective of the study was to analyze the level of satisfaction of rural mobile users with their current service providers. Results obtained states that the $F = 19.683$ and P value is 0.0002, considered extremely significant therefore Null Hypothesis $H_0$: There is no significant relationship between level of satisfaction and Mobile Number Portability amongst rural consumer with current service providers is rejected and Alternate Hypothesis $H_{alt}$: There is a significant relationship between level of satisfaction and Mobile Number Portability amongst rural consumer with current service providers is accepted and proved.

- Second objective of the study was to study the expectation of rural mobile users from service providers. Results obtained from table 4.7 states that the $F = 7.882$ and P value is 0.0001, considered extremely significant therefore Null Hypothesis $H_0$: There is no significant relationship between level of satisfaction and Mobile Number Portability amongst rural consumer with current service providers is rejected and Alternate Hypothesis $H_{alt}$: There is a significant relationship between level of satisfaction and Mobile Number Portability amongst rural consumer with current service providers is accepted and proved.

- Another objective of the study was to determine the level of expectation of Mobile Number Portability amongst rural mobile users. As seen in Table
4.10, the results obtained states that the $F = 21.006$ and $P$ value is 0.0001, considered extremely significant therefore **Null Hypothesis $H_{01}$**: The expectation of rural mobile users does not affect Mobile Number Portability is rejected and **Alternate Hypothesis $H_{A1}$**: The expectation of rural mobile users affect Mobile Number Portability is accepted and proved.

In Table 4.11, analysis of respondents’ opinions for degree of importance for the factors to encourage stay with current cellular service providers have been framed and tested for inferential study. **Results obtained from analysis states that the $F = 27.047$ and $P$ value is 0.0002, considered extremely significant therefore Null Hypothesis $H_{01}$**: The expectation of rural mobile users does not affect Mobile Number Portability is rejected and **Alternate Hypothesis $H_{A1}$**: The expectation of rural mobile users affect Mobile Number Portability is accepted and proved.

### 5.5 SUGGESTIONS

The study concludes that a large number of factors of a service operator can be reduced into three main factors. So the company should ultimately focus on these three areas, which in turn results into the acquisition of a large number of customers. The study also concludes the relationship between various service operator selection factors and the current service provider of the rural respondents.

The customer care services followed by the call charges and network quality is the most important factor which influences the decision of choosing the particular service provider or on contrary for mobile number portability from one network to another.
Consumers are not much influenced by the service parameters or peer group influences. Advertisements create awareness among the consumers but they evaluate the products thoroughly before going for MNP. Until rural customers find a significant point of difference between operators, they won’t port as the hassle for porting is much more than the benefits received. So it can be concluded that MNP started with a boom but now is becoming a boomerang.

On the basis of data analysis and testing of hypotheses, the study has identified the following factors affecting the satisfaction of mobile phone subscribers in Jaipur - Rural (Tehsils) of Rajasthan circle:

- Customer Care Services
- Call charges
- Effectiveness of the Network
- Multimedia
- Value added Services
- Network innovativeness.

All the investment that has been made in the last decade for creating infrastructure has provided a forward momentum for growth. The right type and amount of telecom infrastructure is necessary for providing a variety and quality of telecommunication services required and expected by the customers.

Telecom service providers have always faced the challenge of matching their technology and infrastructure, lack of infrastructure can cripple all efforts towards providing a reliable, high quality world-class telecom services to the citizens of Jaipur- Rural (Tehsils) of Rajasthan circle. Though this circle has seen growth in all
the constituents of the telecom infrastructure but connectivity problem is very common problem and service providers should do the needful to make their network effective to satisfy and retain the subscribers.

It is area of concern that leading players in this circle are not very economical for their subscribers. To have a sustainable business, tariff/call charges will need to be rationalized in the coming years, because call charges are affecting the switching intention of the subscribers.

Other factors-multimedia/value added services, billing service/tariff plans, network innovativeness, brand image/reputation etc., are also important for service providers. Service providers have already started focusing on these factors. By offering multimedia/value added services at the economical rates, service providers can maximize their revenue since the users of such services are few.

All the above discussed factors certainly affect the overall satisfaction of subscribers in rural areas of Jaipur district and finally satisfaction/dissatisfaction affects the switching intention of the subscribers as validated by hypotheses testing.

From subscribers point of view, the most important factor affecting their satisfaction/dissatisfaction and their switching intention is effectiveness of customer care services followed by call charges, network effectiveness/connectivity and value added services/quality dimensions.

Due to the nature of competition in Jaipur - Rural ( Tehsils) of Rajasthan circle, service providers should evaluate their performance time to time for retention
of their existing subscribers because MNP has given freedom to subscribers to select
the best service provider while retaining their existing number.

After the introduction of Mobile Number Portability (MNP), service
providers should focus not only on acquiring the new customers but also on existing
customers to retain them. MNP may affect the position of all service providers as it
is a highly competitive market. For subscribers, MNP again validates the fact that
Customer is the King, as today they have the freedom or flexibility to retain their
mobile numbers, while moving from one service provider to another, based on their
customer satisfaction levels.

MNP may be a game changer in this circle because existing market share is
not a guarantee for future market share because of nature of competition. The
players should regularly evaluate their performance on various parameters for
formulation of strategy(s) to satisfy and retain the rural consumers.

- It is suggested that mobile service providers should focus hard on
campaigning to switch-in new rural customers. Though, for customers,
switching cost is not zero immediately. Balance with current service provider
should be carried forward (electronically) to the new service provider
(recipient operator) so that customers do not have to wait till current balance
is used away.

- Since the Dual SIM handsets are not as preferred as two separate handsets,
service provider should offer two different SIM cards for more than one
benefit. For example, network providers can convince customers to buy one
SIM card for lower call and SMS rates, and the other for making use of value
added services. Offering ‘Buy one SIM card, Get one free’ will not be too
expensive for Mobile Service Providers. Service providers should focus on GSM rather than CDMA, as CDMA services are not the choice of majority of the cell phone users.

- 4G handsets are going to rule the handsets market, particularly among youngsters. Companies must offer handsets with 4G features at competitive prices, will attract more customers through mobile number porting.

- Service providers should gender-wise group their customers and start gender-based Value Added Services such as beauty tips, cooking tips, home decoration tips to female customers while fitness guide, investment tips, travel guide, etc. to male customers as there is association between cell phone users’ gender and their mobile usage preferences.

- MNP is considered a must-have facility in every country due to the flexibility and freedom it provides to mobile subscribers. Unlike the mobile markets in most other states of the country where the economies have achieved high levels of penetration and competition and are able to withstand the policy implications of the introduction of the service, states like Rajasthan and it’s rural on the other hand, are yet to achieve that and therefore lack the necessary factors that will ensure the success in terms of porting rates. Therefore, given the topography, existing market structures and subscribers are recommended that an extensive education and awareness creation on mobile number portability and its benefits be done to ensure better services or porting rate for effective completion.

- Mobile phone service providers are recommended to formulate strategies in critical areas of their operations to achieve sustainable business growth in Rajasthan rural circle.
Telecom Companies should provide service package by considering the usage, purpose and age of the rural consumers. They should make aware the consumers about the benefits and drawbacks of the pre-paid and post-paid according to the individual customer.

As all the variables are reduced into three broad factors through the use of factor analysis, the telecom companies should focus on these three factors in order to increase their potential market share that are Customer Care Services, Call Charges and Network Quality.

The companies need to create significant differences in positioning amongst themselves so that people looking for specific qualities among rural subscribers find a reason to avail MNP and switch.

In this research, it has been found that there is certainly gap between the expectations of the subscribers and performance of service providers on various quality issues. Such factors certainly affect the customer satisfaction. This imply that policy makers and industry regulators, need to be awakened to this empirical fact and take pragmatic steps to ensure that service providers in rural areas of Jaipur District circle improve their efficiency and effectiveness in the provision of telecommunications services that meet and exceed customer needs, desires and expectations.

TRAI should ensure that the operators are benefited by focusing more attention and resources on Customer Care Services, Effectiveness of the Network, making the services more economical and other quality related issues.
5.6 LIMITATIONS OF THE STUDY:

Best efforts were done by the researcher to minimize the limitations for this research work but still following limitations have been identified.

➢ Since the universe chosen is rural area, the responses have been captured through schedules. There may be difference in capturing of responses due to individual perceptions.

➢ It may be difficult to cover more number of villages due to distance constraint.

➢ The willingness of respondents to participate in the study was a concern at times.

➢ Due to confidentiality of some information accurate response was not revealed by some of the respondents.

➢ Some of the replies of the respondents may be biased

5.7 SCOPE OF FUTURE RESEARCH

The findings of the study cannot be generalized for the whole population of mobile phone users in India since research was conducted in rural areas of Jaipur District. Telecom circle wise, the results may be different so there is certainly scope for similar researches in other rural circles of India towards the various quality dimensions. In this competitive environment it has become a necessity for every service provider to satisfy and retain the subscribers after the introduction of MNP in Jaipur - Rural (Tehsils) of Rajasthan circle. Therefore, similar research in future in same geographical location may produce some different results.
The research of similar nature can be conducted with large sample size in U.P. (East) circle and other telecom circles. Jaipur - Rural (Tehsils) of Rajasthan Circle is very large and for this study, the researcher collected the data from tehsils of this circle. By adding the respondents from the other cities of this circle, the research in future may be conducted. Satisfaction of mobile phone subscribers is affected by several factors but the researcher has taken only few factors for this research. In future, the research may be conducted by considering the other factors also.

**Further studies should also be conducted in the following areas:**

- Demand forecasting for MNP from both subscribers and operators.
- The effect of MNP on market size or the threshold market size.
- The strength and independence of the Telecom Regulatory Authority of India (TRAI) in regulating price cutting that comes as a result of the MNP.

The existing analysis is a humble attempt in this field. Research findings of this analysis provide an insight for further researches. The follow-up researches related to existing analysis may be taken further by the researchers.