ANNEXURES
Annexure A

“Consumer Perception and Satisfaction towards Mobile Number Portability in Rural Rajasthan”

(Note- (a) This questionnaire is designed for academic research. (b) No information will be used for any other purpose. & (c) For any query regarding questionnaire feel free to contact Researcher – Ms. Divya Mehta; Ph.D Research Scholar; The IIS University; Jaipur Mb-------------)

SURVEY QUESTIONNAIRE “A”

(To be Filled by Users of Mobile as Respondents)

Section A Demographic Profile

<table>
<thead>
<tr>
<th>Personal Details of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of the Respondent</td>
</tr>
<tr>
<td>Gender</td>
</tr>
<tr>
<td>(Tick any one)</td>
</tr>
<tr>
<td>Male / Female</td>
</tr>
<tr>
<td>Age</td>
</tr>
<tr>
<td>(In Years)</td>
</tr>
<tr>
<td>Qualification</td>
</tr>
<tr>
<td>Occupation</td>
</tr>
<tr>
<td>Income Group</td>
</tr>
<tr>
<td>(Family) In Rupees</td>
</tr>
</tbody>
</table>
**SECTION -B  MOBILE USAGE DETAILS**

1. Do You Use Mobile (please tick):

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

2. What is your average monthly expenditure on mobile bill(s)?

<table>
<thead>
<tr>
<th>Below Rs 200/-</th>
<th>Rs 200-Rs500/-</th>
<th>Rs500-Rs1000/-</th>
<th>Rs 1000-Rs2000/</th>
<th>Rs 2000 and above</th>
</tr>
</thead>
<tbody>
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</table>

3. Which cellular service are you currently using? (in case you are using more than one operator please answer referring to your primary connection.)

<table>
<thead>
<tr>
<th>Idea</th>
<th>Tata</th>
<th>Vodafone</th>
<th>Airtel</th>
<th>Any Other</th>
</tr>
</thead>
<tbody>
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<td></td>
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</tbody>
</table>

4. What kind of connection you are using

<table>
<thead>
<tr>
<th>Corporate</th>
<th>Family pack</th>
<th>Individual Postpaid</th>
<th>Individual Prepaid</th>
<th>Any Other</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>
5. How long you have been with current service provider.

<table>
<thead>
<tr>
<th>Less than 1 Year</th>
<th>1 to 3 Years</th>
<th>3 to 5 Years</th>
<th>More Than 5 years</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

**SECTION -C LEVEL OF SATISFACTION ANALYSIS OF RESPONDENTS**

I. Kindly rate the following parameters of your current mobile service provider in the range of strongly disagree to strongly agree:-

<table>
<thead>
<tr>
<th>S.No</th>
<th>Parameter of Current Mobile service provider</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>1.</td>
<td>Billing methods are transparent &amp; simple.</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>2.</td>
<td>Clear and useful promotional offers are provided along with your billing statement</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Customer service centres are willing to help.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Customer service centres are capable of understanding problems</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>5.</td>
<td>Customer service communicates clearly.</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>6.</td>
<td>Delivery of SMS, MMS etc. is prompt.</td>
<td></td>
<td></td>
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<tr>
<td>7.</td>
<td>Network coverage is reliable.</td>
<td></td>
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<td></td>
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<td></td>
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</tr>
<tr>
<td>8.</td>
<td>Other services are also delivered timely.</td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>9.</td>
<td>Service provider’s representatives try to resolve problems.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>Service provider’s representatives have skill &amp; knowledge to answer your queries.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.</td>
<td>Service providers look forward to your feedback and respond.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.</td>
<td>My present services have Voice clarity and clear signal</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13.</td>
<td>You are easily able to contact Customer service centers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14.</td>
<td>Your current service provider is ethical</td>
<td></td>
<td></td>
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<tr>
<td>15.</td>
<td>Your service provider gives apology for inconvenience caused to customers/you.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16.</td>
<td>Your service provider has convenient periods &amp; terms for activation &amp; recharge and bill payments</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17.</td>
<td>Your service provider has working hours convenient to all customers.</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>18.</td>
<td>Your service provider has adequate infrastructure.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
II. Kindly rate the following Level of satisfaction of your current mobile service provider in the range of strongly disagrees to strongly agree:-

<table>
<thead>
<tr>
<th>S.No</th>
<th>Level of Satisfaction of Current Mobile service provider</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SCORE</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>1.</td>
<td>Please rate your level of satisfaction with network coverage.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Please rate your level of satisfaction with customer care.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Please rate your level of satisfaction with price.</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>4.</td>
<td>Please rate your level of satisfaction with ease of usage.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>What is your overall satisfaction rating of current service provider on the same scale?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SECTION -D AWARENESS OF MOBILE NUMBER PORTABILITY ANALYSIS OF RESPONDENTS

1. Are you aware of recent implementation of mobile number portability

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2. Have you ever changed your cellular service provider (without MNP)?

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. Kindly rate the degree of importance of the following factors to encourage you in switch cellular service in the range:-

<table>
<thead>
<tr>
<th>S.No</th>
<th>Degree Of Importance Of The Following Factors To Encourage You In Switch Cellular Service</th>
<th>Not Important</th>
<th>Less Important</th>
<th>Neutral</th>
<th>Important</th>
<th>Very Important</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>1.</td>
<td>Better price deal by competitor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Better service quality by competitor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>People I talk to are with different operator.</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>4.</td>
<td>Ethical problems with current service provider</td>
<td></td>
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</tr>
</tbody>
</table>
4. Kindly rate the degree of importance of the following factors to encourage you in staying with current service provider

<table>
<thead>
<tr>
<th>S.No</th>
<th>Degree Of Importance Of The Following Factors Staying With Current Service Provider</th>
<th>Not Important</th>
<th>Less Important</th>
<th>Neutral</th>
<th>Important</th>
<th>Very Important</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SCORE</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>1.</td>
<td>I trust the Brand.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Billing plan of current provider</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Switching seems inconvenient</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>4.</td>
<td>Satisfied with current service provider</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>5.</td>
<td>No other brand has enough services.</td>
<td></td>
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<tr>
<td>6.</td>
<td>Have never(very rarely) faced any problem</td>
<td></td>
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</tr>
<tr>
<td>7.</td>
<td>It is convenient to talk to customer service</td>
<td></td>
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</tr>
<tr>
<td>8.</td>
<td>Switching costs are high</td>
<td></td>
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<tr>
<td>9.</td>
<td>Switching process is cumbersome.</td>
<td></td>
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</tr>
</tbody>
</table>
5. Would you change your operator just to experiment with?

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

6. Did Mobile number portability had/will have any impact on your likelihood to switch cellular service?

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
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<tbody>
<tr>
<td></td>
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</tr>
</tbody>
</table>

7. Any other observations/comments/experience on MNP

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Thank you…!!!
Work Experience

- Working as Senior Assistant Professor with **International School of Informatics and Management Technical Campus (ISIMTC)**, Jaipur from July 2013.
- Worked with **Vodafone Ltd.** from May 2010 to Jan 2013 as Nodal and Appellate Desk Head for Rajasthan Circle as my last assignment. Also worked as Retention and Relations Head for Jaipur Cluster.
- Worked with **Reliance Communications Ltd.**, Jaipur from Dec 2007 to May 2010 as Rajasthan Circle Prepaid Escalations Head.
- Worked with **Bharti Airtel Ltd.** from March 2004 to Nov 2007 as Customer Service Post Paid Head for Udaipur Cluster.
- Worked with **Oasis Cellular Ltd.** from June 2003 to Feb 2004 as Corporate Customer Care Officer for Rajasthan Corporate Call Centre.
- Worked as an entrepreneur for my firm **Amrita Enterprises** from August 2001 to May 2003. The firm dealt into adhesive for textile industries. The opportunity market being Rajasthan and NCR.

Current profile

- Faculty for MBA and MCA Courses
- Faculty for Cambridge English (All levels) Course
- Soft Skills and Personality Development Trainer for MBA and MCA
- Placement Coordinator for MBA and MCA
- Admission and Career Counselor
- Editor Campus Newsletter

Book Published


Research Papers Published

- Research paper published on “Issues and Challenges of MNP Service in Indian Context” in IJ MER (ISSN: 2277-7881) in February 2016. The journal has **Impact Factor of 3.3**.
• Research paper published on “An empirical study of the dimensions of customer value cooperation behaviour” in IJARIIE (ISSN: 2395-4396) in September 2015. The journal has Impact Factor of 4.2.
• Research paper published on “Social Media to Social Marketing” in IJMER (ISSN: 2277-7881) in October 2014. The journal has Impact Factor of 2.972 and IC Value of 5.16.
• Research paper published on “To identify reasons behind the low revenue generating cell sites for Bharti Airtel Ltd. in Rajasthan” in IJMER (ISSN: 2277-7881) in May 2014. The journal has Impact Factor of 2.735 and IC Value of 5.16.
• Research paper published on “Mobile Number Portability: Win-Win for Indian Customers and Mobile Operators” in International Journal – Researchjournali.com (ISSN: 2347-8217) in February 2014. The journal has RJ factor of 1.4.

Book Reviews Published

MDPs conducted
• Workshop conducted on the topic “Stress Management” for 15 Middle Level Managers of Edugram Academy of Training and Development, Jaipur on January 10, 2015.
• Workshop conducted on the topic “Etiquettes to Meet and Greet Customers” for 20 Customer Relationship Managers of TATA Teleservices Limited, Jaipur on June 12, 2014.
• Workshop conducted on the topic “Groom to Grow” for 15 Sales Executives of ATC India Tower Corporation, Jaipur on May 04, 2014.
• Workshop conducted on the topic “The Telephone Etiquettes” for 12 CCE of ATC Telecom Tower, Jaipur on December 27, 2013.

Qualification
• Pursuing Ph. D. from The IIS University, Jaipur.
• MBA (Marketing, HRD) from India International Institute of Management, Jaipur in year 2001.
• B.Sc. (H.Sc. Hons.) from University of Rajasthan in year 1999.
• XII Std. with CBSE Board in year 1996.
• X Std. with Gujarat Board in year 1994.

(Divya Mehta)
1. INTRODUCTION

The much awaited MNP (Mobile Number Portability) finally launched on 20th Jan 2011 in India, empowering mobile phone consumers to change service provider conveniently. Versatile Number Portability (MNP) permits the versatile supporters of hold the current cell telephone number when the endorser changes starting with one access administration supplier (Operator) then onto the next independent of portable innovation or starting with one innovation then onto the next of the same or some other access administration supplier, in an authorized administration region. Versatile Number conveyability (MNP) empowers portable endorsers of progress their administration suppliers or their area without changing their current telephone numbers. On the off chance that the supporters are not fulfilled by the administrations of their administration supplier, they can change their administration supplier while holding the current telephone number. A critical specialized part of executing number convenience is identified with the steering of calls or versatile messages (SMS, MMS) to a number once it is ported to some other system. Convenience advantages endorsers and builds the level of rivalry between administration suppliers, remunerating administration suppliers with the best client administration, system scope, and administration quality. Given the development of telecom administrations in India, and upgraded rivalry in the versatile segment, it is applicable to
consider about the issue of versatile number compactness right now. Administrator convenience both for settled and versatile administrations, and administration transportability have been executed in distinctive parts of the world. It may be imagined that number portability would have the best effect in developing markets when administration request development has facilitated and the business sector structure has turned out to be more think. On the other hand, the choice to present number compactness could be taken well before that. This recommends it is not very ahead of schedule for India to talk about number transportability, so it could be actualized when that the business sector has further extended in the following couple of years. In versatile systems, Number Portability includes just the MSISDN number, and not the IMSI. An endorser who changes to another portable system administrator will be allotted another IMSI (together with another SIM card) while holding his MSISDN. Subsequently Number Portability could influence all functionalities and administrations in versatile systems that depend on the MSISDN number,

e.g. • All mobile terminated calls
• All mobile originated calls
• Short Messages within the Short Message Service (SMS) and MMS
• Prepaid services
• Any service based on MSISDN

The portability information of subscribers resides in a database called NPDB (Number Portability Database). Every operator will have to build a “local portability database” which will download the data from NPDB on a pre defined interval and will be involved in call routing by doing a query to this database for routing information.
2. SERVICE REQUIREMENTS

2.1 Regulatory Before Number Portability can be implemented in a network, there either has to be a general requirement for introduction of Number Portability from the national regulator or a mutual agreement has to be made between network operators and service provider.

![Fig 1: Service requirements for MNP](image)

2.2 Trai Guidelines

1) TRAI has recommended mobile to mobile Number Portability within the service area (License Circle) only. The MNP is mandatory for mobile operators of India.

2) Subscriber shall approach recipient with a porting request & the Recipient shall approach the Donor for porting process completion via Central clearing house (CCH).

3) TRAI recommended Porting Mechanism is a Break before Make (Subscriber service shall be deactivated by the donor operator first & then activated by the Recipient operator) & Porting Duration shall not exceed 3 business days, with a service break Period of less than 2 Hrs.

4) In respect of porting charges, only recipient operator shall permit to charge a fee for porting.
5) Donor shall not use the ported-out number (Unless Subscriber Chooses to Surrender) & ported number shall be reverted back to the Original Number Range Holder once surrendered by the subscriber. CCH shall govern this activity.

6) The recommended solution for the routing of call is All Call Query (ACQ) by switch based on direct routing without the involvement of donor network.

7) Licensor shall provide unique location routing number (LRN) to enable routing to ported number. LRN is a 4 digit uniquely identify the operator, circle & technology as well.

8) Regarding calls from fixed network to Mobile network, fixed operators, are required to perform MNP query before terminating the call.

9) All Mobile Operators are required to connect with both the MCHs via a Number portability gateway.

2.3 Connection to the number database

Generally for Number Portability, there is a need either for a central reference number database (CRDB) or a system of networked databases (similar to the model of HLRs and VLRs in mobile networks). Normally the national regulator or a consortium of national operators decides which of these solutions shall be used in a country. So far, directives for Number Portability are not crossing country boundaries. In order to install and implement.
Number Portability, the network provider needs an agreement with the provider of the central database and/or the other national operators. This agreement gives access to database updates and the possibility for administrative information exchange with other operators. The incumbent will most likely also offer a solution in each country that other operators and service providers may subscribe to.

2.4 Network Requirements

The switching network needs the ability to route and bill calls to ported numbers based on information stored either directly in the switches or in online databases external to the switch itself, typically some type of IN architecture. A number portability service based on IN makes use of the INAP signaling protocol towards the network provider’s switch(es).

It is a requirement that the switches have been equipped with Service Switching Functionality from the switch vendor – including the INAP protocol.

3. MNP IN INDIA- ISSUES AND CHALLENGES

Applicable only for Mobile Numbers : Number Portability is only applicable to Mobile Numbers(GSM & CDMA) not for the Fixed/Landline Numbers.
Line Numbers. Applicable only in intra licensed area: A mobile subscriber can switch from one service provider to another within the same license area. Portability is applicable only in intra-circle; it is not applicable in inter-circle. Applicable irrespective of Technology: Portability is possible irrespective of Mobile Technology used by Service Provider. A mobile subscriber can change its operator from CDMA to GSM/UMTS and vice-versa.

MNPDB query & Routing Method: All call query and direct routing method has been chosen for the MNP in India. MNPDB contains all ported in and ported out numbers. Originating network performs MNPDB query for all originating calls and directly routes to Subscription network.

MNP Zones and LSA (Circle)

LRN based routing: DoT has allocated 4 digits unique routing number called LRN (Location Routing Number) to all Mobile Operators for each circle to identify individual network. Post MNP calls (Voice/Non-Voice) will be routed on the basis of LRN. Ported numbers are prefixed with a LRN identifying the new service provider for the number. So when MNP database receives a query for a given MSISDN, the database will return the MSISDN prefixed with the LRN of the MNO to which it (MSISDN) belongs. MNP database always responds to a query with “LRN+B Number”. In case of Ported Number LRN belongs to new service provider and in case of Non-Ported Number LRN belongs to the same service provider. Delhi circle LRN for different operators as follows:

India Terminating International Calls/SMS: ILDOs/IGPs are responsible for MNP dip for the International calls and SMS terminating to Indian subscribers. ILDOs/IGPs are supposed to be an originating network for the Indian terminating international calls/SMS. ILDOs/IGPs perform MNP dip and route calls/SMS directly to the subscription network.
Table 2 Below tables represents LSAs and zones for MNP service.

3.1 ISSUES GOVERNING MNP

The issues regarding MNP relate both the mobile operators as well as the government of India.

A. PRACTICAL APPLICATION BEHIND MNP

Porting mobile number is a complicated process. A lot has to be done behind successfully implementing this process.

Overpriced instrumentation, ascertaining the checks and balances by constituting a third party is required to follow-up these operations
B. WORRIED OPERATORS

The obligatory mobile operators have been in the room for a long time and so the number of dissatisfied customers is in direct proportion. When new companies become a part of the operator space, they have nothing to lose with MNP. Those operators who have been in the scenario from a longer time are worried of losing their customers. Also, the prized phone number sequences (ex. 9876543210) can be lost to other operators.

C. CONFINEMENT PERIOD

When a mobile subscriber ports a number, he/she is locked in to the new operator for 3 months (90 days) and if one wishes to change his/her operator again, one has no option but to wait more for 90 days. The government of India has mentioned the MNP within a circle only. So, one cannot maintain the possession of the same mobile number if one moves from one state to another.

D. MOBILE NUMBER IDENTIFICATION

Before the MNP implementation, one could easily identify the mobile operator and its attributes by looking at first few digits of the mobile number. But after the MNP implementation, the problem of identifying the operator will become much obdurate.

3.2. CHALLENGES TO MNP

Cost aspects like raising the standard of the existing networks, software modifications and adjustments, evaluation of effective routing mechanisms are the areas where mobile operators need to concentrate. Operators face tough challenges while operating the MNP. The operator’s needs to ascertain that the new technology would be effective in addressing the settlements related to it. Furthermore, in the countries where “circle” concept subsists, the MNP need to unite the difference between local and national portability and also a...
balanced sense of interaction among the operators within the circles. Besides, operators need to assure that the time within which a subscriber can be ported in/out is not notably greater than the time required to obtain a new connection. A protracted porting period is likely to produce extra costs for the subscribers in porting and will simply deter them from porting at all. Although MNP faces a stiff challenge in terms of costs and implementations, it will progress in Indian market due to mature telecom market and increased rivalry.

The major challenges of number portability are:

- Costs involved in upgrading the network infrastructure to support number of portability.
- Costs involved in maintaining the upgraded infrastructure.
- Costs involved in the usage of network resources to route the calls to the ported number.

4. **CONCLUSION & BENEFITS**

This paper gives us a technical perception of MNP and its regulatory features. The MNP is relatively new to India but it definitely holds a lot of scope in the telecom industry of India. This paper reflects the vital role played by the MNP invigorating the competition of telecom market. To be successful in this competitive telecom market of India, the operators needs to carefully analyze the telephony infrastructure, selecting the best solution for the customers need and exploit the benefit of ever-increasing customer demands. The main advantages of the Number Portability service are: For the Network Provider it makes it possible to offer service subscribers a direct access to their network without need for changing the telephone number giving, more inbound traffic, higher customer loyalty, higher company value. This makes way for true competition by making it possible to offer new services also for incoming calls to the service subscribers. Gives the network operator a
better view of all traffic related to his customers. Gives the network operator better control over the quality of routing. For the Service Subscriber, Makes it possible to change network provider without changing telephone number. It makes it possible to change geographic location without changing telephone number. It also makes it possible to change service mix without changing telephone number. Further it allows choosing new service providers also for incoming traffic as the same time as preserving the telephone number.

References

An Empirical Study of the Dimensions of Customer Value Co-creation Behaviour

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ABSTRACT

Customer value co-creation behaviour has become an integral part of the business organizations. Involvement of the customer in the service provider's delivery process leads to improved brand loyalty and value creation. The paper aims to analyze the two key dimensions of customer value co-creation namely customer participation behaviour and customer citizenship behaviour. Each dimension has four components. The study involves the detailed investigation of the respective eight components using Pearson’s bivariate correlation and regression analysis. The developed regression models are tested using coefficient of determination. The results indicate that majority of the components are positively correlated but only three of them have significant association. These were used to develop regression models and only one model was found to be fit which can be further used for forecasting purpose. The study has valuable managerial implications wherein the service providers can utilize the results of the study to develop strategies for improving the association among the components of customer value co-creation behaviour. This would further help in forecasting the co-creation behaviour of the customer.

Key Words: Co-creation, value creation, correlation, regression, customer value co-creation behaviour.

Introduction

In spite of wide variety of choices today, the consumer still seems dissatisfied. Companies are making a plethora of investment in bringing more product options to differentiate themselves from their competitors. To meet this challenge, the managers are perpetually engaged in governing the themes of expansion and value creation. The sense of value and the process of value creation are rapidly shifting from a product or firm centric view to customized consumer experiences. Involving the customer in creating a value beneficial for the counter parties in the transaction is termed as Co-Creation. Aware, networked and involved consumers are immense value creators. The interface between the firm and the consumer is becoming the focus of value creation and is the subsequent practice in value creation.

Practitioners' and scholars' interest in the service-dominant logic of marketing has increased sharply in the last decade (Vargo Lusch, 2004). The core concept of service-dominant logic is that the customer is always a co-creator of value. As dynamic participants and mutual partners, customers co-create value with the organization through active participation in the entire service-value chain. Although previous customer behaviour literature has focused on the customer decision-making process regarding purchases, but on the contrary customers are not merely responders, they are rather active value creators (Xie, Bagozzi & Troye, 2008).

Limited studies have focussed on the dimensions of customer value co-creation behaviour. According to Bettencourt (1997), co-creation behaviour consists of many distinctive components. Some researches opine customer value co-creation to be unidimensional (Dellande, Gilly, & Graham, 2004; Fang, Palmatier, & Evans, 2008).

The objectives of the study are:

- To analyze correlation among the different dimensions of customer value co-creation using a pre-tested and validated scale developed by Youjae Yi & Taeshik Gong, 2013, which highlights two key dimensions – customer participation behaviour and customer citizenship behaviour. Each dimension has four components.
- To develop regression models using the components which have significant correlation.
Literature Review

According to C.K. Prahalad & Venkat Ramaswamy (2004), co-creation is the joint creation of value by the company and the customer. It allows the customer to co-construct the service experience, jointly define the problem and then involve in the problem solving process. The product may be the same but customers can construct different experiences and have active dialogue.

According to Kristensson et al. (2004), involving users as co-creators during NPD, produces ideas that are more creative, highly valued by customers, and implemented easily. Such customer co-creation during innovation processes appears to have become increasingly popular in recent years (Vargo and Lusch, 2004); however, there is a paucity of research on the theory and practice of user involvement during new product and service development.

In the Marketing Science Institute ranking of research priorities, the issue of “... ensuring customer-relevant innovation in all stages of new product/service development” is now on the top tier of all research interests (MSI, 2004; MSI Research Priorities 2006-2008).

Co-creation refers to collaboration with customers for the purposes of innovation and has become a foundational premise of the service-dominant logic (Lusch et al., 2007). Co-creation may be compared with the notion of customization (Prahalad and Ramaswamy, 2004). The difference between “co-creation” and “customization” lies in the degree of participation of the customer. The customer is said play a less active role in customization than in co-creation. In customization, the customer’s role is almost constrained to the end of the innovation phase and involves making suggestions for incremental changes to a nearly complete archetype. In contrast, co-creation refers to the involvement of the customer right from the start of the innovation process.

According to the notion of co-creation, and the service-dominant logic, value can only be determined by the user during the consumption, usage and process (Michel et al., 2008; Lusch et al., 2007). The process of co-creation thus constitutes a more market-oriented perspective.

While customers are continuously collaborating with the companies, prospects occur whereby they can contribute to their experiences and feedbacks. Thus, the co-creation of value occurs as the customer mutually discovers latent needs with the company.

Dimensions of Customer value co-creation behaviour

Early research has identified two types of customer value co-creation behaviors:

- customer participation behavior, which refers to required in-role behaviour that is necessary for successful value co-creation, and
- customer citizenship behavior, which is voluntary extra-role behavior that provides unusual value to the company but is not necessarily required for value co-creation (Bove et al., 2008; Groth, 2005; Yi & Gong, 2008; Yi, Natarajan, & Gong, 2011).

Empirical evidence shows that in-role and extra-role behaviors follow different patterns and have different antecedents and consequences (Groth, 2005; Yi et al., 2011).

Customer participation behavior

Information seeking: According to Kellogg, Youngdahl, and Bowen (1997), customer seeks information to clarify service requirements and satisfy other cognitive needs. Customers are interested in knowing about the tasks performed by them as value co-creators. Information seeking is vital to customers as it reduces uncertainty and therefore enables customers to understand and control their co-creation environments. Also it enables them to bring perfection in their role as value co-creators and become incorporated into the value co-creation process.

Information sharing: Customers should provide information for use in value co-creation processes in order to make the value co-creation successful (Lengnick-Hall, 1996). Customers should provide required information to the employees and they in return meet their stated needs. The quality of co-creation depends hugely on the accuracy of information provided by the customer.

Responsible behavior: Responsible behavior tends to occur when the customers fulfill their responsibilities as partial employees (Ennew & Binks, 1999). Not only the employees but also the customer need to be mutual, the
one accepting the rules and policies and supporting as directed by the company. Unless customer shows responsible behaviour, the entire idea of adding value through co-creation can fail.

**Personal interaction**: It is the key towards successful co-creation which is possible when there exist a strong interpersonal relationship between the customer and the company employees. The entire communication happens at a very pleasant and friendly environment ensuring courtesy and friendliness for each other. It is in this positive atmosphere that guides the customer towards sharing ideas for real co-creation.

**Customer citizenship behavior**

**Feedback**: Feedback includes every piece of information whether it is solicit or unsolicited to be provided by the customers to the employee, which helps the firm to improve the service creation process in the long run (Groth, Mertens, & Murphy, 2004). Customers are the expert users of any product or service with their unique experiences. They are ones to offer the most appropriate suggestions and feedbacks.

**Advocacy**: Advocacy refers to recommending — whether the firm or the employee — to various associated people such as friends or family (Groth et al., 2004). Advocacy points out company’s commitment over and above customer’s interest. The positive word of mouth publicity by the customer often leads to higher customer base backed by better reputation of the firm and promotion of products and services of the company. This is one of the voluntary behaviour that cannot be termed mandatory.

**Helping**: Helping denotes customer behavior wherein they assist other customers. In a service co-creation process, customers usually direct helping behavior at other customers rather than employees (Groth et al., 2004). While the role of an employee in any organization is to help the customers, the role of customer cannot be defined so. However, placing the customer in a manner that he can help the other customers thus displaying the sense of social responsibility often helps value. Customers at times help other customers out of empathy which is backed by their experiences about a product or a service.

**Tolerance**: Tolerance refers to patience a customer holds when the service delivery does not meet his expectations, as in the case of delays or shortages (Lengnick-Hall et al., 2000). One of the major reasons behind switching behaviours of customers is service encounter failure. Therefore, customer tolerance in such situations actually helps in retaining the customer base.

**Exploratory Investigation**

The current study aims at the youngsters within the age group 20-25 years. A sample of 100 is selected randomly and data is collected through the questionnaires. The data has been measured using a five point likert scale. The two key dimensions – customer participation behaviour and customer citizenship behaviour has been studied with respect to four components each. The descriptive statistics for the eight components is depicted in the following table:

<table>
<thead>
<tr>
<th>Components</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information Seeking</td>
<td>3</td>
<td>11</td>
<td>5.56</td>
<td>1.521</td>
</tr>
<tr>
<td>Information Sharing</td>
<td>4</td>
<td>11</td>
<td>6.09</td>
<td>1.564</td>
</tr>
<tr>
<td>Responsible Behaviour</td>
<td>3</td>
<td>10</td>
<td>5.79</td>
<td>1.789</td>
</tr>
<tr>
<td>Personal Interaction</td>
<td>3</td>
<td>10</td>
<td>5.97</td>
<td>1.977</td>
</tr>
<tr>
<td>Feedback</td>
<td>3</td>
<td>10</td>
<td>6.44</td>
<td>1.744</td>
</tr>
<tr>
<td>Advocacy</td>
<td>3</td>
<td>10</td>
<td>6.24</td>
<td>1.707</td>
</tr>
<tr>
<td>Helping</td>
<td>3</td>
<td>13</td>
<td>8.00</td>
<td>2.309</td>
</tr>
<tr>
<td>Tolerance</td>
<td>6</td>
<td>13</td>
<td>10.18</td>
<td>2.249</td>
</tr>
</tbody>
</table>

The descriptive statistics indicates that the components like tolerance, helping, feedback and advocacy are more critical in customer value co-creation behaviour. To analyze the inter-relationship among the various components, Pearson bivariate correlation has been calculated. The following correlation matrix depicts the association among various co-creation behaviour components:
Table 2: Correlation Matrix

<table>
<thead>
<tr>
<th>Components</th>
<th>Information Seeking</th>
<th>Information Sharing</th>
<th>Responsible Behaviour</th>
<th>Personal Interaction</th>
<th>Feedback</th>
<th>Advocacy</th>
<th>Helping</th>
<th>Tolerance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information Seeking</td>
<td>1</td>
<td>.284</td>
<td>.032</td>
<td>-.337</td>
<td>-.290</td>
<td>-.297</td>
<td>-.034</td>
<td>.192</td>
</tr>
<tr>
<td>Information Sharing</td>
<td>.284</td>
<td>1</td>
<td>.039</td>
<td>.060</td>
<td>-.092</td>
<td>.151</td>
<td>.143</td>
<td>.073</td>
</tr>
<tr>
<td>Responsible Behaviour</td>
<td>.032</td>
<td>.039</td>
<td>1</td>
<td>.264</td>
<td>.011</td>
<td>.473**</td>
<td>-.037</td>
<td>.303</td>
</tr>
<tr>
<td>Behaviour</td>
<td>-.337</td>
<td>.060</td>
<td>.264</td>
<td>1</td>
<td>.232</td>
<td>.406**</td>
<td>.438**</td>
<td>-.081</td>
</tr>
<tr>
<td>Personal Interaction</td>
<td>-.290</td>
<td>-.092</td>
<td>.111</td>
<td>.232</td>
<td>1</td>
<td>.269</td>
<td>.414</td>
<td>.057</td>
</tr>
<tr>
<td>Feedback</td>
<td>-.297</td>
<td>.151</td>
<td>.473</td>
<td>.406</td>
<td>.269</td>
<td>1</td>
<td>.146</td>
<td>.218</td>
</tr>
<tr>
<td>Advocacy</td>
<td>-.034</td>
<td>.143</td>
<td>-.037</td>
<td>.438**</td>
<td>.414**</td>
<td>.146</td>
<td>1</td>
<td>-.082</td>
</tr>
<tr>
<td>Helping</td>
<td>.192</td>
<td>.073</td>
<td>.303</td>
<td>-.081</td>
<td>.057</td>
<td>.218</td>
<td>-.082</td>
<td>1</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Significant correlation is observed among the following components:
1. Responsible Behaviour and Advocacy
2. Personal Interaction and Advocacy
3. Personal Interaction and Helping
4. Feedback and Helping

**Developing Regression Models**

Regression models help us to develop a relationship among the associated variables on the basis of which forecasting can be done. The regression models have been developed using SPSS. The following regression models are developed among the variables which has significant positive correlation:

I. Responsible Behaviour and Advocacy

Responsible behaviour is taken as independent variable and advocacy as dependent variable.

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>3.620</td>
<td>.900</td>
<td>4.022</td>
</tr>
<tr>
<td></td>
<td>Responsible Behaviour</td>
<td>.451</td>
<td>.149</td>
<td>.473</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Advocacy

\[ Y = a + b X \]

\[ Y = 3.620 + 0.451 X \]

II. Personal Interaction and Advocacy

Personal Interaction is taken as independent variable and advocacy as dependent variable.

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>4.141</td>
<td>.876</td>
<td>4.729</td>
</tr>
<tr>
<td></td>
<td>Personal Interaction</td>
<td>.351</td>
<td>.139</td>
<td>.406</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Advocacy

\[ Y = a + b X \]

\[ Y = 4.141 + 0.351 X \]

III. Personal Interaction and Helping

Personal Interaction is taken as independent variable and helping as dependent variable.
### Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>4.945</td>
<td>1.166</td>
<td>4.241</td>
<td>.000</td>
</tr>
<tr>
<td>Personal Interaction</td>
<td>.512</td>
<td>.186</td>
<td>.438</td>
<td>2.757</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Helping

\[ Y = a + b X \]

\[ Y = 4.945 + 0.512 X \]

### IV. Feedback and Helping

Helping is taken as independent variable and feedback as dependent variable.

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>3.941</td>
<td>1.011</td>
<td>3.899</td>
<td>.000</td>
</tr>
<tr>
<td>Helping</td>
<td>.313</td>
<td>.122</td>
<td>.414</td>
<td>2.571</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Feedback

\[ Y = a + b X \]

\[ Y = 3.941 + 0.313 X \]

### Testing model fit using coefficient of determination (R Square)

#### Model I: Responsible Behaviour and Advocacy

The value of R Square is 0.712 which means that 71.2% variation in the dependent variable can be considered as explained variation due to changes in independent variable.

<table>
<thead>
<tr>
<th>Model Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
</tr>
<tr>
<td>1</td>
</tr>
</tbody>
</table>

#### Model II: Personal Interaction and Advocacy

The value of R Square is 0.165 which means that 16.5% variation in the dependent variable can be considered as explained variation due to changes in independent variable.

<table>
<thead>
<tr>
<th>Model Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
</tr>
<tr>
<td>1</td>
</tr>
</tbody>
</table>

#### Model III: Personal Interaction and Helping

The value of R Square is 0.192 which means that 19.2% variation in the dependent variable can be considered as explained variation due to changes in independent variable.

<table>
<thead>
<tr>
<th>Model Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
</tr>
<tr>
<td>1</td>
</tr>
</tbody>
</table>

#### Model IV: Feedback and Helping
The value of R Square is 0.171 which means that 17.1% variation in the dependent variable can be considered as explained variation due to changes in independent variable.

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.414</td>
<td>.171</td>
<td>.145</td>
<td>1.612</td>
</tr>
</tbody>
</table>

**Discussion & Conclusion**

The study aims at unveiling the extent of association among the different components of customer co-creation behaviour. The components which were found to have highest association were further analyzed to develop appropriate regression models. The results of the study indicate that responsible behaviour and personal interaction are closely correlated with advocacy. Also, personal interaction and feedback are strongly correlated with helping. On the basis of these results, respective regression models were developed and the model fit was tested using coefficient of determination. Model I is appropriate fit for regression analysis as the value of R Square is 0.712, which is much higher than the other three regression models. Thus, the first regression model in which responsible behaviour is taken as an independent variable and advocacy as dependent variable can be used for forecasting purpose. The overall study concludes that the customer value co-creation behaviour is affected by eight components which are correlated. But the association is not strong enough in order to develop a multiple regression model to forecast the co-creation behaviour based on this association. The current study may be further extended by increasing the sample size and change in the sampling procedure. Also, sector specific study may be done to have a sectoral perspective about customer value co-creation behaviour.

**References**


SOCIAL MEDIA TO SOCIAL MARKETING

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The simplest definition of social media can be “a social instrument of communication”.

Andreas Kaplan and Michael Haenlein define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content."

Social media is the social interface among people in which they create, share or exchange information and ideas in virtual communities and networks. Also, it depends on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and persistent changes to communication between organizations, communities, and individuals.

Social media differs from traditional or industrial media in many ways, including quality, reach, frequency, usability, propinquity, and stability. There are many effects that stalk from internet usage. Social media technologies take on many various forms including magazines, Internet forums, weblogs, social logs, microblogging, wikis, social networks, podcasts, photographs or pictures, video, rating and social bookmarking. Technologies include blogging, picture-sharing, v-logs, wall-posting, music-sharing, crowd sourcing and voice over IP, to name some of them.

Kaplan and Haenlein classified six different types of social media:

54
1. collaborative projects such as Wikipedia
2. blogs and microblogs such as Twitter and Tumblr
3. content communities such as YouTube and DailyMotion
4. social networking sites such as Facebook
5. virtual game-worlds such as World of Warcraft
6. virtual social worlds such as Second Life

However, the margins between the different types have become increasingly blurred. Twitter has been claimed as a combination of broadcasting service and social network, so classed as a "social broadcasting technolog

**Mobile + Social Media = Potential Business**

The Indian Smartphone user study shows India's youth are driven by the aspiration to stay connected, with almost 50% of the 40 million smartphones being used by people under the age of 25.

Nielsen has released the findings of the Indian Smartphone user study which says the country currently has 900 million mobile phones in use, out of which 40 million are smartphones. Further into these numbers, the survey reveals that 50% of those 40 million smartphones are with people under the age of 25.

The study also found that Smartphone users in India significantly prefer smartphones on the Android operating system. One of the reasons for this is the availability of Android handsets across various price options.

While traditional social media offer a diversity of opportunities for companies in a wide range of business sectors, economic sector, mobile social media makes use of the location- and time-sensitivity aspects of it
in order to engage into marketing research, communication, sales promotions/discounts, and relationship development/loyalty programs.

- **Marketing research**: Mobile social media applications offer data about offline consumer movements at a very detailed levels. Any firm can now know the exact time at which a customer entered any of its outlets, as well as comments made during the visit.

- **Communication**: Mobile social media communication takes two forms, the first one is company-to-consumer in which a company may establish a connection to a consumer based on its location and provide reviews about nearby locations. The second type of communication content is generated by the user. For example, McDonald's offered $5 and $10 gift cards to 100 randomly selected users amongst those checking in at one of the restaurants. This promotion increased check-ins by 33% (from 2,146 to 2,865), resulted in over 50 articles and blog posts, and prompted several hundreds of news feeds and Twitter messages.

- **Sales promotions and discounts**: While in the past customers had to use printed coupons, mobile social media allows companies to tailor promotions to customized users at customized times. For example, while launching its California-Cancun service, Virgin America offered its customers two tacos for $1 and two flights to Mexico for the price of one to those who checked in through Loopt at one of three designated Border Grill taco trucks in San Francisco and Los Angeles.

- **Relationship development and loyalty programs**: In order to build long-term relationships with customers, companies are able to create loyalty programs that allow customers who check-in regularly at a location to earn discounts or perks. For example, American Eagle Outfitters remunerates such
customers with a 10%, 15%, or 20% discount on their total purchase.

- **E-Commerce**: Mobile social media applications such as Amazon.com and Pinterest are influencing an ascending trend in the popularity and accessibility of e-commerce, or online purchases.

**Best Social Media Campaigns of 2014**

This year is filled with innovation and interesting notions when it comes to the social media campaigns till date. The brands ranging from FMCG to banking have chosen to innovate their social commitment levels. The year has begun with campaigns which are innovative and have also been successful in catching oconsumer’s attention for being well-aligned to their goals and produce audience engagement.

Here’s a collated list of a few campaigns which have worked out well in favor of the brands.

**HDFC’s Where I Belong**

This campaign was based on the options selected, users are presented with a futuristic version of their own timeline which goes all the way from 2014 to 2018, complete pictures and videos of exciting travel experiences shared. The “Where I Belong” campaign has been beautifully planned and packaged.

It has fantastically kept the audience glued as they had to answer a set of questions which will then take them to where they belong. And since the HDFC Diners Club International Credit Card offers special privileges for travelers, the theme integrated it in an excellent way in the campaign.
Myntra’s Shoppable Hangout

Asia’s first shoppable hangout was started by Myntra which allowed people to chat and shop simultaneously. Hrithik Roshan became the X factor for the fresh trend. Myntra had managed to get the trend viral by conducting contests in two parts, online and fifteen winners from the first contest, enjoyed their personally autographed Hrithik’s poster. Hrithik’s brand HRX was the show stealer and the sales and 2500+ hangout users for this campaign posed as real stunners in response to the contest.

This definitely raised the bar for the competitors to MARKET their brand in an innovative way. Using this Hangout, designers or retailers could publicly relay a multi-person video chat about their products while customers simultaneously could browse through the exclusive catalogue.

#BestInternshipEver

This was a campaign to promote the idea of travelling. Zostel launched a website for the BestInternshipEver contest. This website hosted a 6-round competitive contest, to earn points and make it to the leaderboard.

The campaign process was overwhelming in testing the various aspects of the participant’s personality in order to choose their winners who shall travel across the country. A 50 days’ sponsored tour across the country and a chance to win Rs. 50,000 is a lucrative prize to participate in this contest. The chain method of exited and motivated participants, made the campaign highly successful providing it the buzz on social media.

e-Treat by Government of Maharashtra

Have you ever put yourself in a position where you could get a fresh cupcake just with the help of your Facebook or Twitter account? For
that matter your ‘Aadhar card?’ Yes. This ‘eTreat’ campaign was sure to bring smiles on the people’s faces with its free cupcakes. The vending machine emitting these cupcakes were circulated to various places in Maharashtra.

This initiative marks the progress in the excellence of MARKETING employed by our Government.

@ThatPepsiIntern

Ranbir Kapoor is the most-adorned celebrity today. Having said that, appointing him as an Intern for your brand is obviously going to get you the desired popularity and rejoinder. And also 4 lakh views for brand video within a span of just 10 days.

The campaign revolved around ‘hiring’ 3 interns who will be flown to UAE and 12 others will be taken to the matches in India. They were responsible for live tweeting their experience at the game and engaging with users online, giving them a minuscule view of celebrities, match updates using all sorts of social tools like Instagram, Twitter, Facebook, LinkedIn.

The brand was successful in creating long lasting relationships with its consumers. User generated content testifies loyalty and Pepsi just hit the spot.

TrulyMadly’s: #BreakingStereotypes Campaign

This campaign was a great initiative to break down all the stereotypes that prevail in the society today. It was strong enough to put forth the message of breaking all the ‘unimportant’ stereotypes and move on. In today’s world, what strikes the youth is what is on the top of the chart.

LG India’s Knock Code Feature Campaign

Unique code for unique user. That must’ve required hell lot of efforts in implementation and great minds in keeping the expected integration
upto the mark. The knock code feature is an innovation by LG, which allows for over 80,000 lock combinations, using within two to eight taps for the knock code. There were also interesting videos on Vine and Youtube. After the process is completed, you stand a chance to win LG’s KitKat OS based L90 or L70. This campaign definitely glued lot of people to it.

Berger Paint’s: Easy Clean India Campaign

Berger, if not eradicating the society issues in reality, was successful in highlighting them and impress the audience in an interesting way.

Users were told to choose a problem they would like to eradicate, direct oneself towards their respective state on the map there and view the state-wise statistics for the same and have the freedom to share a message or a photo/video regarding the problem. This campaign was a big success in sync with the issues highlighted. The collaboration of social media and social issues was impeccably undertaken by the company.

Red Bull India’s: #RedBullFlugTag

This was a one-of-a-kind campaign by Red Bull. The excitement was incited within the participants right from the registration which included answering some bizarre questions for School of Indian Physics. And this was to be part of the event in which competitors attempted to fly home-made, size and weight-limited, human-powered flying machines into the Sankey Tank, Bengaluru. Every element has been carefully picked to raise the creative levels of this integrated campaign.

Kingfisher’s Beer Premier League campaign

As the IPL season progresses, Kingfisher organized BeerUps in every city that represented in the IPL. The Beer Premier League was an IPL
style competition with 10 cities being represented by their teams during the KFBeerUps.

Trying to pull the competitive spirit of teams & positioning itself as the common factor amongst them all, Kingfisher’s campaigns about the IPL are well thought out and interesting. Kingfisher managed to keep the novelty factor up.

**Wills Lifestyle’s use of RFID Technology**

The Wills Fashion Real Time campaign was set in motion to coincide with the Wills Lifestyle India Fashion Week AW’14. The WIFW visitors were provided a complimentary RFID wristband through which they could instantly share the real-time event with family and friends on Facebook and Twitter.

The concept of involving visitors to participate in promotion of the event is always a great idea, especially for a fashion event which has high visual content.

**HCL Tech’s CoolestInterviewEver**

The maximum we could see was an exclusive Facebook tab or a Facebook page for careers, where repetitive job openings are being posted with a couple of feeds around the company’s work culture. Breaking all the silos being followed by tech biggies in the country, HCL Tech, India’s 4th largest software services firm has taken a revolutionary step in using ‘Twitter’ as a means to find new talents for the company.

This campaign certainly is one bold and brilliant attempt by HCL Technologies in positioning themselves as a trend-setter in social recruitment space. We can foresee many Indian companies who are open for innovation, to adapt this practice in the near future.
Philips’ #MumbaiInANewLight

Philips carried out this campaign of lighting up “The Gateway of India” in different colors was Philips India’s way of letting people know about their LED-lighting systems. The Gateway of India was lit in the tri-color of our national flag giving it a patriotic outlook on the eve of Republic Day.

The viewers connected very well with the campaign through twitter and the brand managed to create awareness amongst the masses. This campaign was one of the well-ideated campaign that deserves an appreciation.

Kingfisher’s Kinglish campaign

Crowd-sourcing has become a style on Social Media and has been used by many brands as a part of their marketing strategy. People were encouraged to spill their drink and make alphabets out of it, individually. It’s not everyday that a Bangalorean gets to be part of a fun activity by a brand or is made to be part of an entire campaign by a big brand. Kingfisher collected thousands of blotting coasters and took them back to the design studio.

Infosys’ Trends 2014 Campaign

An integrated campaign, Trends 2014 is featured on the homepage of Infosys’s website, anchored by a video that introduces the thirteen sectors of Business and Technology (Retail, Banking, Cloud, Big Data, to name a few) which have been assessed to forecast the trends relevant to the industry and the sectors that Infosys operates in.

Also, an audio version of the ‘Tweetchat’ in which the thought leader spoke in relation to all the trends discussed on Twitter was put on their website.
Standard Chartered’s #SCMM14

The Standard Chartered Mumbai Marathon is already well-liked and a lot has been spoken about the diets and exercise regimes runners should follow. Thus, the brand wanted to do something different on Social Media this time. They collaborated with Mumbai Runners, a community of runners based in Mumbai for the promotion of the event. A few days back, folks from the brand also visited the Powai run and captured videos, images and spoke to the runners participating at Mumbai Marathon 2014. A Facebook app ‘Mumbai Marathon Runners Speak’ was also made.

Tanishq’s Confession of a Bride Campaign

Through this integrated social media campaign, Tanishq tried to reach out to young girls and soon-to-be brides. The campaign was straight, with a somewhat overt picture, of a couple kissing under water (and perhaps swimming too at the same time), on its home page. All to be done is hit the ‘Confess Now’ button on the home page and make your confession.

The campaign is a highly smart way to engage with consumerist brides who are passionate about their weddings. It effectively communicates and reinforces the brand message to social media enthusiasts.

Conclusion:

Today is a technological era and entrepreneurs as well as marketers are required to keep up with the fast pace of change before they are outdated. It is virtually impossible to design a marketing strategy without considering social networks. Social media has become a very important ingredient in today’s marketing mix in general and in promotion mix in particular. Adapting one or the other form of marketing online through social media is a key node for all businesses, especially in the industries where trends constantly change such as
fashion and handicrafts. The effectiveness of social media is evidently visible resulting in increase in sales and promotion.

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TO IDENTIFY REASONS BEHIND THE LOW REVENUE GENERATING CELL SITES FOR BHARTI AIRTEL LTD. IN RAJASTHAN

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Introduction to Telecom Industry

Indian Telecom Industry is the second largest in the world based on the total number of telephone users (both fixed and mobile phone) after China Mobile. It has one of the lowest call tariffs in the world enabled by mega telephone networks and huge competition amongst them. Main sectors of the Indian telecommunication industry are telephony, internet and television broadcasting.

Telecom industry in the country which is in an constant process of transforming into next generation network, employs an widespread system of modern network elements such as digital telephone exchanges, mobile switching centers, media gateways and signaling gateways at the core, interconnected by a ample variety of transmission systems using fiber-optics or microwave radio relay networks.

Indian Telecom Industry underwent a elevated pace of market liberalization and growth since 1990s and now has become the world’s most competitive and one of the fastest emergent telecom markets. The industry has expanded over 20 times in just a decade, from less than 3 million subscribers in the year 2000 to over 192.22 million subscribers in the year 2011. India has
world's second largest mobile phone user base with over 205.39 million users as on Mar 2014.

This industry has supported the socioeconomic development of India and has played a noteworthy role to narrow down the rural-urban digital divide to some extent. It also has helped to increase the transparency of governance with the foreword of e-governance in India. The government has rationally used modern telecommunication facilities to deliver mass education programmes for the rural people of India.

Liberalization of Telecom Industry

Liberalization of Indian Telecom Industry started in 1981 when Prime Minister Ms. Indira Gandhi signed contracts with Alcatel CIT of France to unite with the state owned Telecom Company (ITI), in an effect to set up 5,000,000 lines per year. However, soon the policy was let down because of political resistance. Efforts to liberalize the industry were continued under prime-minister ship of Mr. Rajiv Gandhi.

In 1985, the Department of Telecommunication (DoT) was estranged from Indian Post and Telecommunication Department. DoT was responsible for telecom services in entire country until 1986 when Mahanagar Telephone Nigam Limited (MTNL) and Videsh Sanchar Nigam Limited (VSNL) were created out of DoT to run the telecom services of metro cities (Delhi and Mumbai) and international long distance operations correspondingly.

The demands for telephones was ever growing and in 1990s, Indian government was under mounting pressure to open up the telecom sector for private investment as a part of Liberalization-
Privatization-Globalization policies that the government had to allow to overcome the severe fiscal crisis and resultant balance of payments issues. As a result, private investment in the sector of Value Added Services (VAS) was permitted and cellular telecom sector were opened up for competition from private investments. The policies facilitated to establish joint ventures between state owned telecom companies and international players with total stake of 49% for foreign firms. The country was separated into 20 telecommunication circles for basic telephony and 18 circles for mobile services.

TRAI (Telephone Regulatory Authority of India) was created in 1997. In 2000, TDSAT was constituted with objective to free TRAI from adjudicatory and dispute settlement functions. The government corporatized the operations wing of DoT in 2000 and named it Department of Telecommunication Services (DTS) which was later on named as Bharat Sanchar Nigam Limited (BSNL).

**About Bharti Airtel Limited foundation and growth**

Mr. Sunil Mittal founded the Bharti Group in 1983. In agreement with Germany’s Siemens to produce push button telephone models for Indian market, Bharti Telecom Limited became first in India to present push button telephones.

In 1990s, country’s first fax machines and first cordless telephones were launched. In 1992, Mr. Mittal won a bid to construct a cellular phone network in Delhi. In 1995, Mr. Mittal integrated the cellular operations as Bharti Televentures and launched services in Delhi. In 1996, cellular services were

In 2009, Airtel came-up with its first international mobile network in Sri Lanka. It acquired the African operations of the Kuwait based Zain Telecom in 2010. It launched a mobile operation in Rwanda in 2012. Airtel announced deployment of Ericsson’s Mobile Broadband Charging (MBC) solution to fully modernize its prepaid services in India in 2013.

**Areas of Operations**

Airtel has a commercial presence in 20 countries and the Channel Islands. It is the one of the largest mobile operator in the world in terms of subscriber base.

- **The Indian Subcontinent:**
  - Airtel Bangladesh, in Bangladesh
  - Airtel, in India
  - Airtel Sri Lanka, in Sri Lanka

- **Airtel Africa, that operates in 17 African countries:**
  - Burkina Faso, Chad, Democratic Republic of the Congo, Republic of the Congo, Gabon, Ghana, Kenya, Madagascar, Malawi, Niger, Nigeria, Rwanda, Seychelles, Sierra Leone, Tanzania, Uganda and Zambia.
The British Crown Dependency islands of Jersey and Guernsey, under the brand name Airtel-Vodafone, through an agreement with Vodafone company.

**SWOT Assessment of Bharti Airtel Limited**

**Strengths:**
Largest Cellular provider in the country.
Second largest in world as per subscriber base.
Only Indian operator with an international submarine cable.
Elevated brand visibility.
Impactful advertisements with celebrity brand ambassadors.

**Weaknesses:**
Price competition from other telecom players
Rural market is untapped

**Opportunities:**
Fast growing telecom industry.
Most modern and competitive cost technology.
Huge rural market that is still untapped.

**Threats:**
Competitive pricing by new entrants.
Basic telephony moving towards saturation.
Mobile Number Portability service.
Introduction to Cellular Telephone Site

A cellular telephone site where antennas and electronic communications equipment are sited, usually on a radio mast (tall structures designed to support antennas), tower or other towering place, to form a cell or adjacent cells in a cellular network.

Objectives of the study

- To improve sites profitability.
- To identify weak network areas.
- To identify the low distribution parameters.
- To analyze about dismantling of the site in case of low revenues.
- To encourage existing retailers to increase the Airtel subscriber base.
Research Methodology

Survey method was adopted to collect secondary data as this was best suited for this type of exploratory research. Since the target population is well defined, various other methods as telephonic interviews and schedules were used to gather desired information from all 23 Territory Managers. There were approximately 200 sites in these 6 zones for which the data was analyzed.

<table>
<thead>
<tr>
<th>Zone</th>
<th>Total Sites</th>
<th>TMs</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>38</td>
<td>4</td>
</tr>
<tr>
<td>B</td>
<td>42</td>
<td>6</td>
</tr>
<tr>
<td>C</td>
<td>14</td>
<td>2</td>
</tr>
<tr>
<td>D</td>
<td>36</td>
<td>4</td>
</tr>
<tr>
<td>E</td>
<td>30</td>
<td>3</td>
</tr>
<tr>
<td>F</td>
<td>40</td>
<td>4</td>
</tr>
</tbody>
</table>

Criteria behind selection of low revenue sites

Sites with Average Gross Revenue less than 1 Lakh
Sites with Age on Network of more than 3 months
Sites in the population area of more than 5,000
Sites with 3G and Non 3G both were selected
Sites marked as urban or rural both were selected
Findings for low revenue generation of selected sites

Lack of distributors or retailers for that particular site.

Proper coordination not available between the Distributor and the Retailer of the area.

Sales person not able to focus on few sites due to many sites given under him or due to long distances between allotted sites to him.

Network related issues faced by the site.

Frequent site downtime due to fire, network congestion, power-cut, etc.

Lack of promotional activities for awareness like Mobile Number Portability, availability of an operator in the area, canopy exercise, etc.

Lack of mobile services using population in the given area.

Sites set-up in the region with unavailability of more sites in the region.

Sites situated on highways, borders or hilly areas.

Sites under the TRAI norms of any site to be 3 KM’s away from the Line of Border.

Focus missed by the respective sales person towards revenue enhancement.

Recommendations

Media to be used rigorously for awareness amongst local population.
Awareness and faith of local people to be strengthened through various corporate social responsibility activities thus contributing to the society.

Any new scheme, product, updates to be immediately intimated at every level and to every employee or partner of the company.

Frequent audits to be conducted at various sites by higher officials in the system.

More distributors or retailer to be made available at the opportunity areas.

Feedback and suggestions of the local population taken and implemented.

Promotional schemes on the recharges, bill discounts and VAS services to be introduced.

Data to be renewed frequently and appropriate action to be taken towards revenue increment.

Site planning to be relooked for optimum results.

Any identified issue to be rectified at earliest.

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Mobile Number Portability: Win-Win For Indian Customers And Mobile Operators

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Abstract

Today mobile phones have a much larger role to play than just facilitate voice communications. Our dependency on them is increasing and they have graduated to become an important entertaining gadget for us. We are in an era where mobile phones are required not just to stay in touch, but to express our thoughts, for social networking, to show our interests, play games, read news, surf on the internet, listen to music, chat and what not. A recent report shared by the Telecom Regulatory Authority of India (TRAI) shows an increase in number of requests for porting of mobile numbers in the month of October 2014. While, the increase in number is indicative of more and more subscribers being unhappy with their current service providers, it is also a sign of complete acceptance of Mobile Number Portability and the benefits it offers to customers.

Keywords: Mobile Number Portability, TRAI, Porting.

1. Introduction

Mobile number portability enables mobile telephone users to retain their mobile telephone numbers when changing from one mobile network operator to another. It enables you to transfer your current mobile phone number from one mobile phone network provider to another mobile operator so that if you change mobile phone networks you do not have to take pain to share a new number with everyone. You can keep using your existing mobile phone number. The process is termed as MNP or Mobile Number Portability. MNP will incur a charge of as low as Rs. 19. MNP in India became available from January 01, 2011.

At present, the facility of mobile number portability is available only within a circle in India. However, very shortly the concept is likely to be opened for the whole country. This means suppose I have a Rajasthan Airtel number and I wish to use Vodafone Delhi number without changing my original mobile number, it would be possible in near future. This would not only save roaming charges but also add more convenience to the customer.

2. MNP Terminology

Donor operator: It is the operator from whom the number is porting-out.
Recipient operator: It is the operator that would provide services to the customer after porting.
Number Portability Database: It is the repository of all the ported numbers. It provides a unique routing number in response to a query from any network operator.
Routing Number: A unique number stored in the number portability database which is used to route the call to the recipient operator.
3. MNP Background

After many delays and trial runs in Haryana, MNP was finally launched in January 2011 by Prime Minister Dr. Manmohan Singh and Telecom Minister Mr. Kapil Sibal. The Indian Telecom industry is the fastest growing industry in the world today and Mobile Number Portability (MNP) has added to its success and growth. MNP process allows free choice of mobile operator by the subscriber. It has elevated the level of open competition amongst mobile network operators. This has left operators with no choice but to improve on quality of services and customer satisfaction. On the other hand, industry is gaining more faith as customers are no more dependent on to a single operator for their mobile number.

MNP process was piloted in India in November 2010 and was extended to whole country in January 2011. As per the data from TRAI, 2.3 million mobile phone subscribers requested for mobile number portability in the month of August 2013 alone. To add, TRAI says 100 million mobile phone customers have already raised the request till August 2013. Mobile number portability that has been successful in many parts of the world for over a decade now not only offers the user the option to decide his/her network while retaining their number, it also provides opportunities for network operators to fascinate existing customers to their network by providing better services. Although, the movement is yet to pick up in India, in other parts of the globe, mobile operators usually offer some freebies to customers porting in to their network, while the service is also available for free and is finished in as quickly as 15-20 minutes. On the other hand, subscribers in India, have to pay a small fee of Rs. 19, if they wish to port their number to another network and often wait for around 7 days to successfully move to another operator.

Table 1: Inception of mobile number portability in various countries

<table>
<thead>
<tr>
<th>MNP by country</th>
<th>Year of implementation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hong Kong</td>
<td>1-Mar-99</td>
</tr>
<tr>
<td>Australia</td>
<td>25-Sep-01</td>
</tr>
<tr>
<td>Italy</td>
<td>1-Apr-02</td>
</tr>
<tr>
<td>Germany</td>
<td>1-Nov-02</td>
</tr>
<tr>
<td>France</td>
<td>30-Jun-03</td>
</tr>
<tr>
<td>USA</td>
<td>24-Nov-03</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>8-Jul-06</td>
</tr>
<tr>
<td>South Africa</td>
<td>10-Nov-06</td>
</tr>
<tr>
<td>Canada</td>
<td>14-Mar-07</td>
</tr>
<tr>
<td>Pakistan</td>
<td>23-Mar-07</td>
</tr>
</tbody>
</table>
Table 1 throws light on the inception of mobile number portability in various countries. India took more than 12 years to adopt the concept.

As per the new regulations set by the telecom department, mobile number portability process is going to take four hours now for customer to switch from one company to another. This is exactly double the previous duration of two hours. However, customers do not mind this hike in time as the switching cost remains low and affordable to their pockets. What they really look for is smooth transaction with least kiosk. Another mark in the process is enabling the customers to switch to their desired operators across circles or any part of the country. This would be very useful for the customers with transferable jobs or any other reason where they wish to retain their mobile numbers while moving to other states.

4. MNP Process In India

The Telecom Regularity Authority of India (TRAI) issued draft regulations to facilitate mobile number portability in India on March 8, 2006 and submitted its recommendations to the Department of Telecommunication (DoT). Finally, the DoT recommended the service provider number portability including service portability (portability between GSM and CDMA) for all mobile service operators. It was decided to implement the all-call-query approach for mobile number portability by DoT.

The DoT has divided the entire country into two zones for MNP i.e. north-west zone and south-east zone. The licenses were given to two vendors to work as MNP clearing house administrators. The north-west zone has Gujarat, Haryana, Himachal Pradesh, Jammu and Kashmir, Maharashtra, Punjab, Rajasthan, UP (East), UP (West), Delhi and Mumbai. The south-east zone has Andhra Pradesh, Bihar, Assam, Karnataka, Kerala, Madhya Pradesh, North East, Orissa, Tamil Nadu, West Bengal and Kolkata. MNP clearing house administrators manage a central mobile number portability database that keep record of all ported-in and ported-out numbers. The operators also maintain their own MNP database called local number portability database. The originating network performs number portability database query to get the location routing number to route the call directly to the recipient network. Location routing number is a 4-digit unique number allotted by DoT to all mobile operators for each circle to identify individual networks.
All ported number calls are routed on the basis of location routing number. Therefore, when the MNP database receives a query for a given mobile station international subscriber directory number (MSISDN), the database returns the MSISDN prefixed with location routing number back.

Mobile number portability was started as a pilot project at Haryana on November 25, 2010 and has been implemented in entire nation from January 20, 2011. At present, the only restriction is that mobile number portability is allowed within the same circle (intra-circle operators). Very recently, the government of India approved New Telecom Policy-2012 (NTP), which aims to remove roaming charges across the country and facilitate nationwide (inter-circle) mobile number portability i.e., one-nation-one-number with no roaming charges. This will facilitate users to change the operator without changing their mobile number even if they move from one circle to another one. DoT has been asked to start nationwide MNP and it is expected that the inter-circle MNP will start very soon.

5. Research Objective
To check the awareness of “mobile number portability”
To check the satisfaction level of respondents with current operator
To check the benefit of mobile number portability for customers vis-à-vis mobile operators

6. Research Methodology
Research Design: Exploratory research design
Sampling technique: Simple random sampling
Universe: Mobile users in Jaipur City
Sample size: 114 respondents

7. Data Analysis

![Pie chart showing customer awareness about MNP](image)

*Figure 1: Customer awareness about MNP*
Figure 1 talks about the awareness about mobile number portability amongst people where a sample of 114 persons was taken. 86% agreed on the awareness about process and concept of mobile number portability.

\[ \text{Table 2: Customer satisfaction level with current operator} \]

<table>
<thead>
<tr>
<th>Satisfaction level with current operator</th>
<th>Respondents</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very satisfied</td>
<td>20</td>
<td>18</td>
</tr>
<tr>
<td>Satisfied</td>
<td>39</td>
<td>34</td>
</tr>
<tr>
<td>No comments</td>
<td>14</td>
<td>12</td>
</tr>
<tr>
<td>Dis-satisfied</td>
<td>27</td>
<td>24</td>
</tr>
<tr>
<td>Very dis-satisfied</td>
<td>14</td>
<td>12</td>
</tr>
<tr>
<td>Total</td>
<td>114</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 2 depicts the study of satisfaction level of subscribers with their current operator. While 36% respondents showed dis-satisfaction, 52% respondents conveyed satisfaction with their current operators.

The number of mobile users is constantly growing over the years.

According to figures released by Telecom Regulatory authority of India in their press releases, India has now crossed around 874 million (including multi-SIM and inactive connections) telecom subscribers across the country by the end of year June 2013. Mobile number Portability requests from customers have also increased significantly in last couple of years. 104.79 million Customers have requested for porting their mobile numbers to another operator in India alone till October 2013. With revolutionary change in 2G and 3G services, the subscriber is more demanding in terms of several Value Added services.
Telecom operators today are doing lot of research to understand the value added service requirement of the customer. Various mobile applications have been launched with the accessibility of smart phones. The prices of these phones are most reasonably priced with competition at its peak. Consumers today are happy as they can customize their phone using several applications available at no cost or at very small costs. Not just the cell phone but MNP has made the customer a Boss allowing him to preserve his mobile number along with his own preferred type of mobile.

Telecom industry being a capital intensive business needs enormous capital every year for its development and spread. It involves huge cost towards maintaining and building-up of network infrastructure. However, the government has realized the blow of cost on slow growth of telecom sector and permitted various operators to share infrastructure. The various telecom service providers are partnering to minimize the duplication of cost and attempt, bringing about major financial and operational savings, thus leading to better margins. This is in support of the operators and the customers as the some of the benefit of cost is passed on to customer’s pot also. Every month, on an average of 12 million subscribers is getting added to the subscriber base. To sustain this growth, operators need to increase their backend infrastructure. With the coming bid of 4G spectrum very shortly in near future, the requirement for more sites to support the launch of new products and services by operators will put added pressure on the current infrastructure.

In addition to this, there is huge likelihood for the industry to capture untouched rural market lying with future business possibility. To tap the rural market of India, which is spread over an enormous geographical area, operators need vast capital to invest in the building-up of the network. Hence, infrastructure partnering is the only way out to increase operations in rural market without a great deal of investments.

Permitting infrastructure partnering is a clear example of how the Government policies can alter the entire scenario of how an industry operates and grows and how it profits the eventual consumers. This judgment has played an essential role in such a remarkable growth of telecom industry in India. It is also notable that to maximize the benefits of 3G and 4G services, government should permit spectrum sharing so that these services would be obtainable in all the circles with least costs.

However, whether the market is flooded or not or whether the mobile operator is handing out freebies or not, the Indian consumer is not shy to move away from his home network in search of greener pastures with other network operators. Whether it is for a better network coverage or better tariffs and SMS rates or simply for high-speed internet, mobile number portability has come as a benefit to mobile subscribers in India and they are enjoying it.
8. Conclusion

The Indian Telecom industry is the fastest growing industry in the world today and Mobile Number Portability (MNP) has further added to its development and spread. MNP process permits free choice of mobile operator by the subscriber. It has elevated the level of open competition amongst network operators. The operators on the one hand are busy retaining their customer by adding more value to their services; the customers on the other hand have more faith in the industry with free choice of service operator.

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