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PREFACE

Mobile Number Portability (MNP) allows the Mobile service subscribers to retain their existing mobile number when they move from one Service Provider to another Service Provider with in the same licensed service area. This move is irrespective from one cellular mobile technology to another of the same access provider in a licensed service area. In other words, the Mobile Service Subscriber can switch from one operator to other. So after Mobile Number Portability in India came to effect, consumer now has the ease of having the same number while using any operator's service he wants. Mobile Number Portability in India offers the freedom to select the operator whose network and the features consumer likes without having to think 100 times about informing the change in his mobile number to his hundreds of friends and contacts. Now we have Mobile Number Portability facility within states of India also.

The main purpose of this study is to understand the customer’s behavior towards the choice of changing their existing service provider and the strategies used by the telecom companies to pull the customers towards themselves and to retain their existing customers.

The thesis contents are divided into five main chapters-

Chapter One elaborates the concept behind the research study which scrutinizes Consumer Behaviour in a wider perspective and highlights its dependency on the most popular mobile user segment. It also discusses consumer Perception along with elements and Dynamics of Perception, Consumer Decision

Chapter two elaborates the concepts of Mobile Number Portability, Telecom Industry in India and Subscriber Churn. The chapter also includes the role of MNP, terminologies related to MNP and relevant Mobile Number Portability related data for Rajasthan and Other Circles of India.

Chapter Three refers to the Research Design, Research Gap Analysis and Justification for the current research study. It includes extensive review of literature through gist from research papers and articles who have studied the topic in any way. The chapter thus rightly talks about the Objectives of the Research, Hypotheses, Universe of the Study, Research Methodology and Research Design.

Chapter Four deals with Empirical Data analysis and Hypothesis Testing. Tools used for Data Analysis, Hypotheses Testing and their Interpretations are inferred and presented as per the section in the schedule used for Consumers’ responses.

Chapter Five highlights the summary of major findings of descriptive and inferential analysis of Consumer Responses. It also shares implications of the research study, suggestions, limitations of the study and further scope for future research.