



## 'A STUDY OF SWITCHING BEHAVIOR IN CELLULAR SERVICE INDUSTRY IN COLLEGE STUDENTS OF JALNA DISTRICT'

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### ABSTRACT :

*The Indian telecom industry has experienced big changes since its liberalization in the 1990's. India's user base has quick forward over the years to a size that's more than triple. The College students are the one of the major subscribers of the mobile network companies. The satisfactions of subscribers become the most important goal of all cellular companies. The most challenging job for the present day for network providers is to retain their customers. As Mobile Number Portability has been introduced in India, the mobile user's switching turnover is more. The research study undertaken brings to light the reasons behind Mobile Number Portability. The present study aims to investigate the consumer specially college student's behavior towards Mobile Number Portability service.*

**KEYWORDS :** Indian telecom industry , mobile network companies , satisfactions of subscribers.

### INTRODUCTION

In today's business environment, service industry play an important role to increases the customer value in the field of telecommunication. In the recent time advance technology make easier and cheaper way to provides affordable services to the customer in telecom industry. The Indian telecom industry has experienced big changes since its liberalization in the 1990's. India's user base has quick forward over the years to a size that's more than triple. India is the second biggest in the total number of cellular service applications<sup>1</sup>. Telecom subscribers' base in India reached 116.8 crore at the end of June, with Reliance Jio adding the highest number of new customers to its mobile network, according to a Trai report. "The number of telephone subscribers in India increased from 1,153.51 million (115.35 crore) at the end of May 2018 to 1,168.89 million (116.88 crore) at the end of June 2018, thereby showing a monthly growth rate of 1.33 per cent," Trai's subscriber report for the month of June said.<sup>2</sup>

### MOBILE NUMBER PORTABILITY (MNP)

Mobile Number Portability (MNP) is a mechanism that allows a mobile telephone user to retain the same telephone number without changing the telephone number, after the user changes a subscribed-to mobile telephone carrier to a new mobile telephone carrier. In order to introduce MNP, it is necessary to invest considerable amounts of money into mobile carriers' facilities for installation/modification; and to fully consider user demands and effects of introducing MNP. MNP improves users' convenience, such as free selection of mobile carriers, no time and no cost required in informing of the new telephone numbers, etc. Mobile Number Portability has been introduced in India, in two phases. It has been introduced first in Indian metro city and group A telecom zones. On December 31, 2009, and afterward in the remaining part of the

country, by March 20, 2010. Subscribers have to pay up all due bills before making an application for MNP. The mobile porting fee is to be paid to the latest operator. No fee payment is necessary to be the operator you are parting. TRAI said that porting between mobile operators be supposed to be accomplished within four days. There’s catch though. Users cannot change operator and return number if you have been with that service operator for less than three months. Prepaid users must keep in mind that their balance time and SMS will disappear if they switch to a deferent operator. The highest downtime between deactivating the existing connection and starting the new connection will be a maximum of two hours.<sup>3</sup>

**OBJECTIVES OF THE STUDY**

- To evaluate the brand preference and switching behavior of College Students
- To know the brand preference towards the services offered by the cellular operator.
- To find the factors influencing the switching behavior of the customers.

**RESEARCH METHODOLOGY**

Cellular service industry is the fastest growing service industry in India. For the present paper the both primary and secondary data collection is used the secondary data was collected through the published relevant sources like research paper, books, journals, reports and website etc. The present researches primary data were conducted to understand switching behavior of the college students from Jalna district. A sample of 100 cellular service user college students of different college from rural as well as urban area were interviewed through structured interview schedule by considering the variables on the price, brand preference, Service quality and Data speed towards the services offered by the cellular operators, and factor affecting the switching behavior of the customers. The simple statistical i.e. Percentage method is used for analysis of collected data.

**RESULTS & FINDINGS OF THE STUDY**

**Table No. 01: Respondent distribution regarding their operator**

<b>Operators</b>	<b>Respondent</b>	<b>Percentage</b>
Airtel	19	19 %
Vodafone	17	17 %
Jio	32	32 %
BSNL	07	07 %
Idea	25	25 %
<b>Total</b>	<b>100</b>	<b>100.0%</b>

(Source : Primary Data)

**Table No. 02: Did they port their network operator ever for present connection?**

<b>Answer</b>	<b>Respondent</b>	<b>Percentage</b>
Yes	90	90 %
No	10	10 %
<b>Total</b>	<b>100</b>	<b>100.0%</b>

(Source : Primary Data)

**Table No. 03: Respondent distribution regarding their previous operator**

Operators	Respondent	Percentage
Airtel	27	27 %
Vodafone	16	16 %
Jio	07	07 %
BSNL	21	21 %
Idea	29	29 %
<b>Total</b>	<b>100</b>	<b>100.0%</b>

(Source : Primary Data)

**Table No. 04: Respondent distribution regarding their reason to change their network**

Reason	Respondent	Percentage
Network Issue	22	22 %
Internet Speed	15	15 %
Better Offer	87	87 %
Advertisement	12	12 %
Better Value Added Services	03	03 %

(Source : Primary Data)

According to the above table and distribution of the respondent it is find that the maximum subscribers port their connection because they get better offer and this is the one of the major reason to switch the network however network coverage and data speed also matter for their switching behavior

**CONCLUSION**

Network coverage, offers, and availability are the major services for brand preference of the customers. When it comes to switching behavior customers switch from one service to another because of offer and availability provided by the service providers. It is with the belief that the service providers can retain their customers by providing them with their preferred services, affordable price, and better offer and support customers to stay with their current service provider. But the cellular service provider face challenges in improving their service better day by day by providing the customers with more offers and services. At the same time, the customers are choosier in selecting their desired services and operator that satisfy their needs because uniformity in service and offers cannot be provided by the cellular operator. Nowadays customers are very much flexible in selecting their cellular operators as the operators provide the customers with low call rates, more offers, and affordability in services which make the customers choose two operators at the same time. The customers experience the services through two operators at the same time are satisfied with the brand preference and switching behavior. We have a couple of restriction in the study but to get the right inference we can target more respondents to infer the exact information on brand preference and switching behavior. As the study can be extended to other services offered by the cellular industry with consideration of more respondents.

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