BEARING OF MOBILE NUMBER PORTABILITY ON MOBILE SUBSCRIBERS’ SWITCHOVER BEHAVIOUR: A STUDY OF INDIAN TELECOM INDUSTRY

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ABSTRACT

The word MNP consents clientelecs who desire to button mobile operator to keep their mobile numbers, circumventing the overheads of switching to new numbers. Consumers are principally indisposed to switch their network operative if this means that they would have to alter their telephone number. Altering one’s telephone numbers can be a foremost embarrassment and a possible obstacle thwarting the common public from taking benefit of the alternatives obtainable in an established modest telecommunications market. The carrying out of number portability creativities in many strategic markets formed new breaks and value-added the consumer’s experience, but axing calls into number portability countries became more uphill, befuddling and lavish as an upshot. The absence of number portability may therefore spring the incumbent operators a substantial competitive advantage over new contestants into the marketplace.

This research paper delineates the bearing of Mobile Number Portability on mobile subscribers’ switch over behaviour in Indian telecom industry. The core goal of the paper is to analyze the requirement and practice conduct of the users and to construe conclusions regarding the switching of customer loyalty from one telecom operator to another.

KEYWORDS: Indian Telecom Industry, MNP, Subscribers, Switchover behaviour, Customer loyalty, Telecom.