

A Survey On The Factors Impacting The Customers Over Mobile Service Provider Switching

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ABSTRACT

Switching one service to another in mobile communication allows a user to keep their mobile number as they move to another provider. Switching the service from one to another has been adopted by more and more countries around the world. A number that has a new provider is called a ported number. Traversal of a call to a ported number may involve three different networks: the Originating Network where the call originates, the Donor Network who initially assigned the mobile number to the subscriber, and the Recipient Network that currently hosts the subscriber's number.

The study focuses on to find out the most influencing factors that cause customer churn. To identify the same the questionnaire was framed and circulated to 350 students in various zones. The collected data was analyzed by using descriptive statistics in SPSS. Hypotheses were tested by using t-test at 0.05 levels of significance. As a second step the same

data was analyzed using Clustering Techniques in WEKA in order to predict the high impact factors that cause customer churn. From the analysis it has been identified that, each group of clusters are expecting some specific facilities, which is not provided by the host service provider. Due to this student are churning the service provider.

The research suggest the factors that cause customer churn for student groups and also suggests the factors where the service providers need to give more focus to attract the student groups to reduce the churn rate flexibly.

INTRODUCTION

This analysis shows the concept of customer switching behaviour, providing the foundation for undertaking this study. It presents an overview on the importance of services and the switching behaviour of customers. Then the chapter explains the problems addressed in this study and what was done to answer these questions. The

objectives of this study are stated in a general sense, the methodology is explained, and then the chapter describes the structure of the dissertation, to clarify the contents.

After over two decades' development, there has been several types of Switching the service from one to another, and four primary schemes for routing calls to ported numbers are widely applied in multiple countries respectively, based on their specific requirement.

REVIEW OF LITERATURE

[1] **Aggarwal Vir Bala, and Professor, Kumar Anil**, from the Department of Mass Communication, HPU, Shimla, has studied on the mobile usage behaviour of students of Himachal Pradesh University. The study indicates that mobile phone has converted the whole world in to a global village. Their study reveals that among the different mobile service providers, the government is a better and preferred service provider.

[2] **Bhatt (2008)**, in his study titled "A Study of Mobile Phone Usage Among the Post Graduate Students" analyzed that it is important for mobile carriers, service providers, content developers, equipment manufacturers, as well as for parents and young people alike that the key characteristics of mobile technology is well understood so that the risks associated with its potentially damaging or disruptive aspects can be mitigated. This paper has tried to compare the usage difference by gender with respect to the difference

manufacturing and service provider companies.

[3] **Debnath (2008)** This study explain that the prime focus of the service providers is to create a loyal customer base by benchmarking their performances and retaining existing customers in order to benefit from their loyalty. With the commencement of the economic liberalization in 1991, and with a view to expand and improve telecom infrastructure through the participation of the private sector, the Government of India permitted foreign companies holding 51 percent equity stake in joint ventures to manufacture telecom equipment in India. The Indian Government has announced a new policy, which allows private firms to provide basic telephone services. There had been a monopoly of the state-owned department of telecommunications. However, several companies are expected to benefit from the policy change.

[4] **Jiaqin Yang, Xihao He, Huei Lee** in their study on title "Social reference group influence on mobile phone purchasing behaviour: a cross-nation comparative study" highlights that a comparative study investigating the influence of different reference group on consumer purchasing behaviour between the mobile phone users of USA and China. The study reveals that among the three reference group influence examined, only the utilitarian influence has resulted in statistically significant difference between China and US mobile phone buyers, and another two reference group influences, informational and value-expressive, have relative insignificant impacts. Based on the results of this study, managerial insights and practical implications for marketing strategies in the

mobile phone market are recommended accordingly.

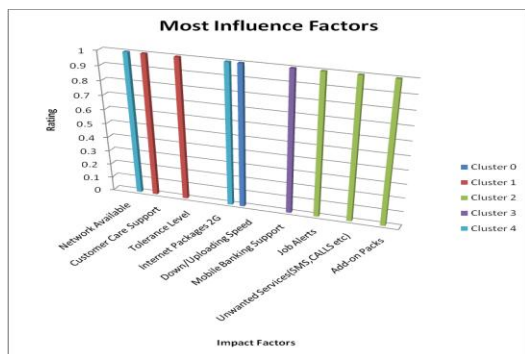
METHODOLOGY

Type of Research: Descriptive

Data and Sources of Data: **Data and Sources of Data:** For this study a questionnaire was modelled and data regarding the opinion of the customer in the telecom companies was gathered from people belonging to various cities of Tamil Nadu. The data consisted of personal details, demographic details, usage characteristics (**I Network Quality, II Customer Service, III Call Facilities, IV Internet Facilities, V Booster Facilities, VI Alerts, VII Others**). After this the incorporated data was processed using the WEKA, SPSS software

Sample selected for the study: The Questionnaire was circulated to 306 customers of different mobile service users. The sample respondents are selected on the basis of convenient sampling method.

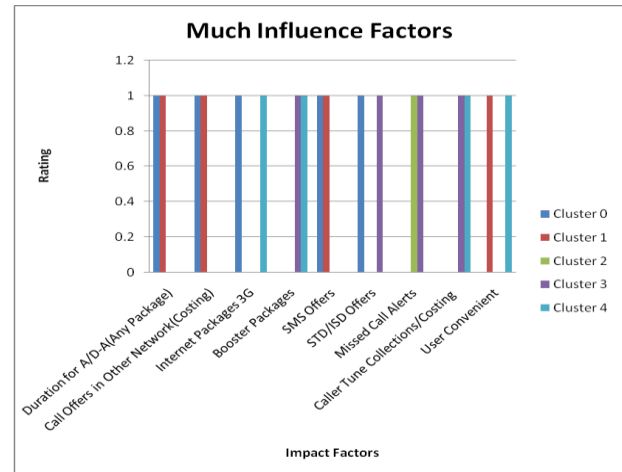
DATA ANALYSIS AND INTERPRETATION



Various Clusters VS Most Influence

Factors

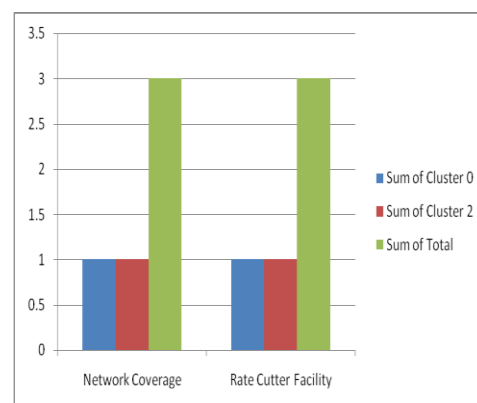
I conclude, my analysis can describe the above chart and diagram explained these factors are creates the big impact in students community.



Various Clusters VS Much Influence Factors

Beyond the network coverage and rate facility the subscribers expecting the Internet and Booster facilities these analysis can be exhibited through the above mentioned chart.

Least Common Impact factors



The above figure depicts the network coverage and rate cutter facilities. In general all the subscribers expecting the same thing which is mentioned above. I am also got the same result from my analysis.

RESULTS AND CONCLUSIONS

- Switching the service from one to another (**MOBILE NUMBER SWITCHING**) is about to shake the foundations of many of the established telecom players in India.
- With the induction of mobile number switching a new order shall be created that shall be highly competitive for the telecom companies and all the more valuable for the consumers, mistakes shall not be excuse and tolerance shall come at a heavy price.
- Furthermore, the researcher recommends that, government in implementing the mobile service switching should first resolve the issue of delays in porting one's phone number. This is to enable customers find it easier to deal with any operator of their choice at any

given time as it will increase the intensity of competition.

- More over the result shows by SPSS tool may not be given efficient result what we expected, here we have used WEKA tool to divide the data into various cluster and getting complete classification and analysis of data.
- The result of T- Test Table -1 is using SPSS tool exceeds more than 0.5 which cannot be influenced as an expected result. So this can be resolved and done by using WEKA tool and analysing the various clusters.

REFERENCES

- [1] Aggarwal Vir Bala, and Professor, Kumar Anil, "A Study of Mobile Usage Behaviour of Students of Himachal Pradesh University"
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- [3] Debnath, Roma Mitra, "Benchmarking telecommunication service in India", 2008
- [4] Yang, J., He, X. and Lee, H., 'Social reference group influence on mobile phone purchasing behaviour: a cross-nation comparative study', *Int. J. Mobile Communications*, Vol. 5, No. 3, 2007, pp.319-338.

Dependent Variable	Independent Variable	Size	Mean	Std. Deviation	t Value	P Value
Customer Churn	Network Quality	306	2.98	1.029	-.177	.860
	Customer Service	306	3.02	.720	.316	.753
	Call Facilities	306	3.02	.779	.233	.816
	Internet Facilities	306	3.03	.775	.440	.661
	Booster Facilities	306	2.94	.745	-.824	.412
	Alerts	306	3.06	.813	.783	.435

Table -1 T-Test