

Mobile Number Portability: Technology adoption and Consumer Perception in Pakistan



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I, Sajjad Ali Ur Rehman M.Phil. Student in the Department of Management Sciences, Bahria University. Islamabad, certify that the research work presented in this thesis is to the best of my knowledge my own. All sources used and any help received in the preparation of this dissertation have been acknowledged. I hereby declare that I have not submitted this material, either in whole or in part, for any other degree at this or other institution.

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DEDICATION

If greatness of purpose, smallness of means, and astonishing results are the three criteria of a human genius, who could dare compare any great man in history with Muhammad (P.B.U.H)? The most famous men created arms, laws, and empires only. They founded, if anything at all, no more than material powers which often crumbled away before their eyes. This man (Muhammad S.A.W) moved not only armies, legislations, empires, peoples, dynasties, but millions of men in one-third of the then inhabited world; and more than that, he moved the altars, the gods, the religions, the ideas, the beliefs and the souls.

Alphonse de LaMartaine

My work is dedicated to Holy Prophet Muhammad (P.B.U.H), the best teacher humanity can ever have.

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Abstract

The widespread diffusion and use of mobile telephony has been heralded as the dawn of a ‘personal communication society’, triggering new forms of social networking and coordination that have accelerated social change (Campbell & Park, 2008). For many, the mobile telephone number has become their identity, and the only channel of communication with the rest of the world. Mobile number portability (MNP) is a technology through which mobile subscribers can switch service providers while retaining their mobile numbers. It is recognized as a key instrument in ensuring market competitiveness of mobile operators, and allowing consumers to maximize their utility by ensuring freedom of choice in using mobile services. This paper studies MNP through a model of the user acceptance of technology. Using constructs from established models, a framework is developed to determine the factors that shape behavioral intention to use MNP. To test this framework, mobile subscribers in Pakistan are surveyed to gather data about the perceptions of MNP, satisfaction with existing cellular service provider, and intention to adopt MNP. The results of this study hold significant implications for policy implementers and mobile network operators, and will be useful for future research in this area.