

**A STUDY ON THE FACTORS THAT INFLUENCES ON THE
POSSESSION OF MULTIPLE SUBSCRIBER IDENTITY
MODULES (SIMs) IN MANMUNAI NORTH D.S DIVISION,
BATTICALOA.**



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ABSTRACT

Mobile phones are important for developing countries and the market is increasing rapidly since they substitute fixed line networks. In many parts of the world, mobile phones are important devices that have proven to be the first opportunity for many people to have access to telecommunications.

Currently, the mobile telecommunication market is very competitive, therefore companies give different products/services to their subscribers, at the same time communication needs are increasing, behavior is changing among mobile phone users, hence, mobile phone users expect more additional services from their mobile service providers, in this manner, the mobile phone users possess multiple SIMs to carry out their various needs.

The purpose of this research study is to identify the factors that influence the possession of multiple SIMs in Manmunai North D.S. Division, Batticaloa. The mobile service providers survive in this area on the network coverage, different types of mobile phone users and behaviors. Therefore, this study intended to carry out research in this area.

In this study, non-probability convenience sampling technique was used; data were collected by questionnaire from 200 multiple SIMs users. All collected data were analyzed and presented through SPSS package for convenience and reliability. This research gives better understandings of the factors which influence the possession of multiple SIMs. The factors have been evaluated based on two variables such as personal factors, and marketing strategies derived from the literature review.

This study found that the personal factor has a moderate influence, and marketing strategies have a higher influence on the possession of multiple SIMs. It is concluded that mobile service providers improve their marketing strategies, same as consider personal factors. In addition, above, the study offers suggestions to the mobile service providers helpful for their future marketing strategies in survival in the market.

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