

DATA ANALYSIS ON THE FACTORS INFLUENCING THE CONSUMERS IN SWITCHING THE CELLULAR SERVICE PROVIDERS

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ABSTRACT

The recognition on the above-said factors among the customers isn't at their level of desire. The service quality hole has a critical 262 negative effect on the general disposition towards the service suppliers. The switching goals among the customers are high, though, the client loyalty is low in the Cellular Market. The essentially affecting switching factors on the switching aim among the customers are switching taken a toll, service quality, system and condition. The higher direct impact of service quality factors on client loyalty has been related to the instance of value included services, client care and confirmation, though, the circuitous impact through the general mentality is distinguished as higher among the client care and affirmation. The general aggregate impact on client loyalty is distinguished as higher by the general state of mind and client mind. The present Examination presumes that the vital service quality factors in Cellular Market is essential services esteem included services, client mind, responsiveness, affirmation and revive. This paper describes the factors influencing the consumers in switching the cellular service providers.

Keywords: service quality factors, Cellular Market, Cellular Services

DATA ANALYSIS

Every analysis includes utilizing the important tests exhibited as tables took after by presentations of the after effects of the data analysis, prompting conclusions on hypothesis.

- **Subscribers preference for Pre-paid and Post-paid services**

The Cellular service can be subscribed on rental premise or pre-payment premise. With reference to this buys in who prefer temporary subscription of the service with pre-payment hold Pre-paid Account and subscribers who prefer permanent subscription of the service with monthly rental payment hold Post-paid Account[2]. With a specific end goal to ponder most preferred kind of Cellular service, it is important to break down subscribers' decision, preference or utilization of sort of account.

Table 1- Respondents of Pre-paid and Post-paid services

	Type of subscription used by respondents	Frequency	Percent
Valid	Pre-paid A/C	560	70.00
	Post-paid A/C	140	17.50
	Both	100	12.50
	Total	800	100.00

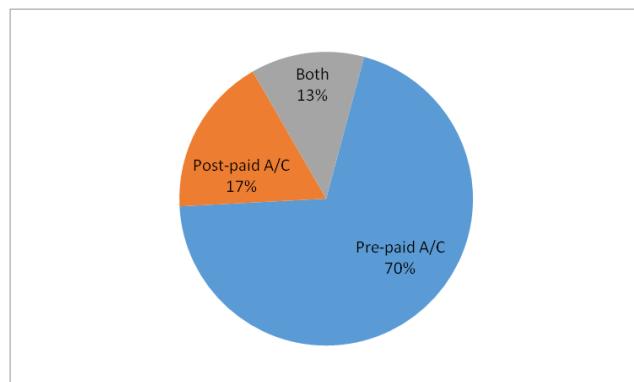


Figure 1: Figure showing Respondents of Pre-paid and Post-paid services

It is obvious from Figure 1 that 70.0% of the respondents (560 respondents) were utilizing pre-paid service and 17.50% of the respondents (140 respondents) were utilizing post-paid service of the Cellular Company. 12.50% of the respondents (100 respondents) were utilizing both i.e. pre-paid and post-paid mobile service. Along these lines, it can be deduced that pre-paid services are more preferred over post-paid services by the subscribers of Cellular service. It is trusted that in light of simple accessibility of recharge facility, decision of bill amount, simplicity in enactment, less documentation, simplicity of switching rates and talk time designs and bother free end has made Pre-paid services of Cellular more well known among the subscribers.

- Brand Switching Status of Subscribers for Cellular services**

Customers switch the brand of items or services to match with their evolving needs. Bits of knowledge from repertoire markets propose that utility maximization, desire disconfirmation, and stochastic decision might all assume a part in brand switching, and that this influence the formation of the post-switch thought set[3]. Subscribers who exchanged their Cellular services (Switchers) and who never exchanged their Cellular services (Stayers) were distinguished by the researcher so as to see how common brand switching is among the subscribers of Cellular services. Here brand switching status of subscribers depicts whether the reached subscriber was a stayer or a switcher

Table: 2 Brand Switching Status of Subscribers for Cellular services

Respondent's Switching status	Frequency	Percent
Stayers (Not Switched)	320	40.00
Switchers (Switched)	480	60.00
Total	800	100.00

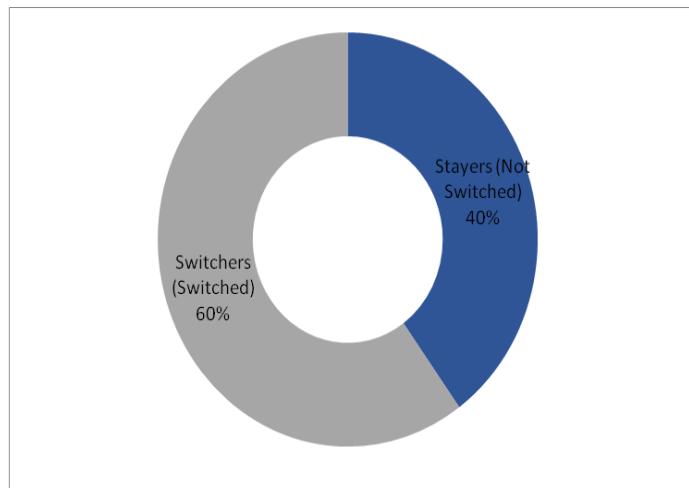


Figure 2: Figure showing Brand Switching Status of Subscribers for Cellular services

Figure 2 gives the switching status of the respondents. Out of reviewed 1000 respondents 60.0% (480 respondents) experienced the switch of the brand of their Cellular service supplier; though 40.0 % of the respondents (320 respondents) did not switch their brand of Cellular service supplier.

It is apparent from the above analysis that percentage of subscribers switching their Cellular services is somewhat more than non-switching subscribers. This thusly shows switching of mobile services are common among the subscribers.

- Subscriber's frequency of switching Cellular Services**

Notwithstanding the information of switching status of the subscribers, it is important to know subscriber's frequency of switching Cellular services[4]. With this reason researcher has gathered information identified with brand switching frequency of subscribers as presented in Table 3

Table: 3 Subscriber's frequency of switching Cellular Services

Frequency of switching	Frequency	Percent
Not Switched	415	51.87
Switched once	143	17.88
Switched Twice	115	14.37
Switched Thrice	60	7.50
Switched > Thrice	67	8.38
Total	800	100.00

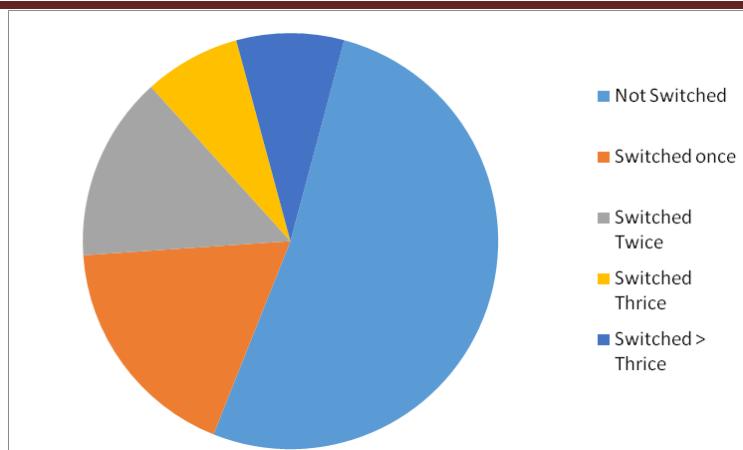
**Figure 3: Figure showing Subscriber's frequency of switching Cellular Services**

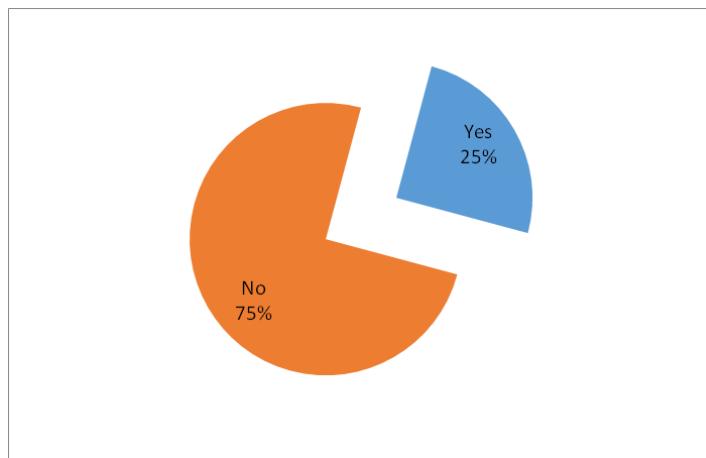
Table 3 demonstrates respondent's frequency of switching the brand of their service supplier. 17.88% of the respondents (143 respondents) exchanged once, 14.37% of the respondents (115 respondents) exchanged twice, 7.50% of the respondents (60 respondents) exchanged thrice and 8.38 % of the respondents (67 respondents) exchanged more than thrice in their total residency of mobile usage. 51.87 % of the respondents (415 respondents) have a place with non-switchers category since they show zero frequency of switching.

- Subscribers brand switching to previously utilized brand of Cellular service**

Researcher is intrigued to know what number of customers' changes back to initially or previously utilize brand of Cellular service.

Table: 4 Subscribers switching back to previously used brand of Cellular service

Respondent's Switching back to previous Cellular service provider	Frequency	Percent
Yes	120	25.00
No	360	75.00
Total	480	100.00

**Figure 4: figure showing Subscribers switching back to previously used brand of Cellular service**

It is obvious from Table 4 that, 25.0% of the respondents (120 respondents) out of 480 switchers preferred switching back to previously utilized brand of Cellular service and 75.0 % of the respondents (360 respondents) did not change back to previously utilized Cellular service.

It is derived from above analysis that majority of the subscribers of Cellular services don't prefer to buy in previously utilized brand again in future.

- Reasons for switching the brand of Cellular Services**

Previous analysis uncovered the way that around 91 percent of subscribers switch their Cellular services as a result of some reasons[6]. It is important to know for what reasons subscribers switch and which reasons

contributes more in actuating the conduct of switching of Cellular services. So subscribers' reactions on multiple reasons were gathered as given in Table 5.

Table: 5 Reasons for switching the brand of Cellular Services

Reason of Switching	Percentage of switching respondents
Dissatisfaction with the service	75.96
Brand name & popularity of the competing service provider	13.56
Attractive schemes & call rates of other Cellular service providers	71.81
Additional /Better services provided by other companies (VAS)	31.24
Advertising and promotions by other Cellular service providers	10.03
Endorsement of other Cellular service brand by favourite celebrity	5.91
Variety seeking need of the subscriber	9.15
Free subscription of service with purchase of new mobile	14.43
Status symbol	6.53
Any other reason	11.59
Total Responses	100.0

- Subscribers' satisfaction and brand switching of Cellular services**

It is trusted that customer generally don't switch the brand if happy with the current of items and services[8]. Researcher is intrigued to distinguish, does subscribers of Cellular services switches their brand notwithstanding being fulfilled or not.

Table: 6 Subscribers' satisfaction & brand switching of Cellular services

Respondents Satisfaction & Switching behaviour	Frequency	Percent
Switched even being satisfied with Cellularservice	130	27.08
Did not switched if satisfies with Cellularservice	350	72.92
Total	480	100.00

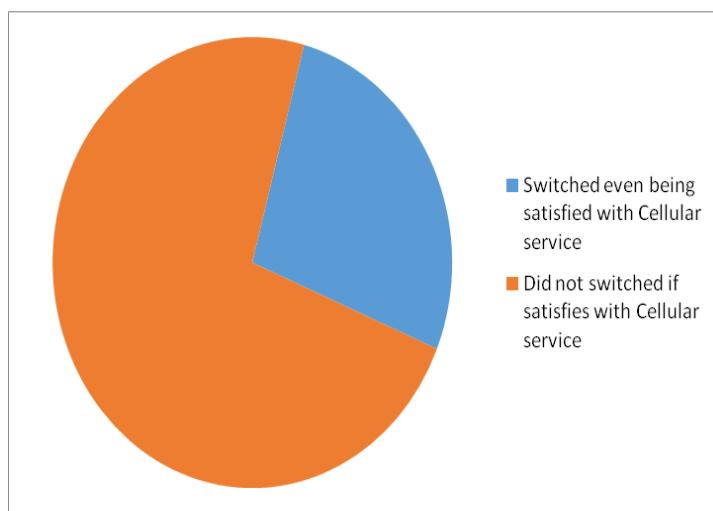


Figure 5: Figure showing Subscribers' satisfaction & brand switching of Cellular services

- Influence of Advertising of sales promotion schemes on switching decision**

In order to study the influence of advertising of sales promotion schemes on brandswitching of Cellular services a Five-Point Likert Scale is developed as follows-

- Very Unlikely
- Unlikely
- Neutral

- Likely
- Very Likely

Reactions of the subscribers were gathered on above scale to distinguish majority of the sentiment of switching subscribers about impact of publicizing of sales promotion schemes of Cellular service suppliers.

Table: 7 Influence of Advertising of sales promotion schemes on switching decision

Influence of Advertising of sales promotion schemes on switching decision	Frequency	Percentage
Very Unlikely	90	18.75
Unlikely	85	17.71
Neutral	184	38.33
Likely	90	18.75
Very Likely	31	6.46
Total	480	100.00

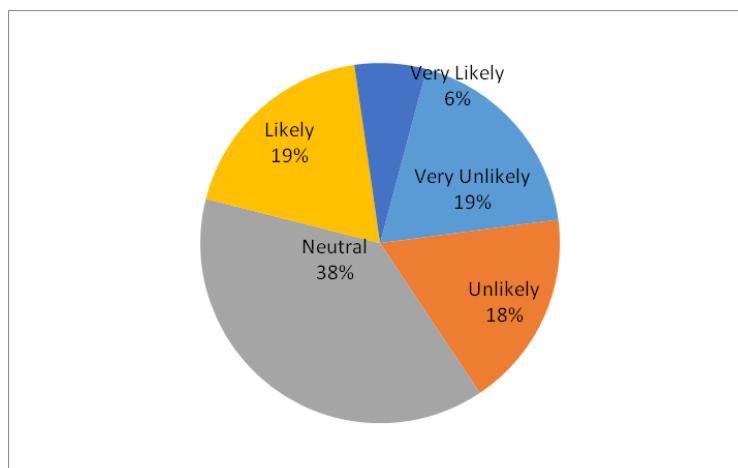


Figure 6: Figure showing Influence of Advertising of sales promotion schemes on switching decision

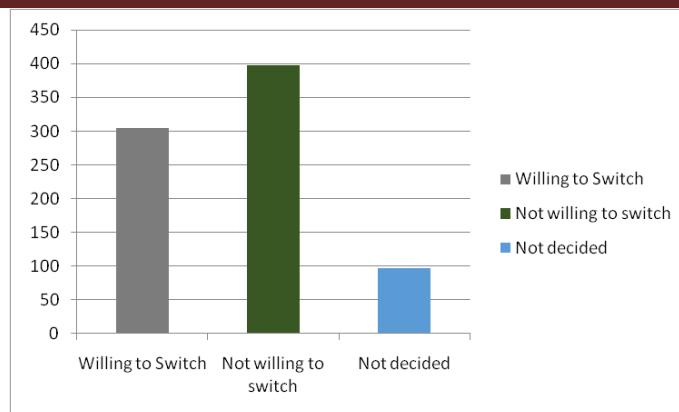
- According to 18.75 % of the respondents (90 respondents), their brand switching decision was far-fetched affected by advertising and sales promotion of other service suppliers. Same percentage of respondents said that, there was impossible impact of advertising and sales promotion on their brand switching decision.
- Majority, 38.33% of the respondents (184 respondents) said that, there was an impartial impact of advertising and sales promotion done by other service suppliers on their brand switching decision
- According to 18.75 % of the respondents (90 respondents), their brand switching decision was likely affected by advertising and sales promotions of other service suppliers. As per 6.46 % of the respondents (31 respondents), their brand switching decision was likely affected by advertising and sales promotions of other service suppliers.

It is surmised from above analysis that out of 480 exchanged subscribers, majority 38.33 % claims impartial impact, 25.21% of respondents concurred the impact and 36.46% of the respondents prevented the impact from claiming advertising of sales promotion schemes on brand switching of Cellular services.

- **Future intentions of switching of Cellular services**

Table: 8 Subscribers' future intentions of switching of Cellular services

Subscriber's Intention to switch in near future	Frequency	Percentage
Willing to Switch	305	38.12
Not willing to switch	398	49.75
Not decided	97	12.13
Total	800	100.00

**Figure 7: Figure showing Subscribers' future intentions of switching of Cellular services**

Out of the 800 respondents studied almost half percentage (49.75%) of the respondents did not have any tentative arrangements to switch while 38.12 % of the respondents (305 respondents) were ready to switch in not so distant future[10]. 12.13 % of the respondents (97 respondents) have not chosen about switching in future. It is apparent from the above analysis that the number of subscribers willing to switch is not as much as the number of subscriber not willing to switch.

TESTING OF HYPOTHESIS - 1

H0: There is relationship between consumer switching rate and consumer service, network and tariff.

H1: There is no relationship between consumer switching rate and consumer service, network and tariff.

To test the above hypothesis ANOVA is utilized with switching aim (spoke to in the table as Switch Yes/No) as a dependent variable and consumer service, network & tariff as an independent variable.

Table 9: Descriptives

Switch Yes/No

	No. of respondents	Mean	Std. deviation	Std. error	95% Confidence interval for Mean		minimum	Maximum
					Lower Bound	Upper Bound		
Disagree	139	.65	.474	.079	.53	.83	0	1
Neutral	423	.72	.451	.034	.68	.82	0	1
Agree	238	.53	.496	.044	.52	.67	0	1
Total	800	.82	.490	.020	.78	.86	0	1

Table 10 ANOVA

Switch Yes/No

	Sum of Squares	df	Mean square	F	Sig.
Between groups	2.048	3	1.021	4.475	.013
Within groups	140.746	796	.225		
Total	142.794	799			

The ANOVA table above demonstrates the F test value alongside 2 degrees of freedom (df) and significance of 0.013. As the Sig. value is 0.012 and under .05, we can dismiss the null hypothesis and acknowledge the other hypothesis that - There is a relationship between consumer switching rate and consumer service, network and tariff.

TESTING OF HYPOTHESIS - 2

H0: There is significance relationship between brand loyalty and brand switching intension

H2: There is no significance relationship between brand loyalty and brand switching intension.

To test the above hypothesis ANOVA is used with switching intention (represented in the table as Switch Yes/No) as a dependent variable and network quality as an independent variable.

Table 11: Descriptives

	No. of respondents	Mean	Std. deviation	Std. error	95% Confidence interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Disagree	67	.68	.476	.082	.55	.85	0	1
Neutral	245	.71	.453	.031	.67	.80	0	1
Agree	181	.55	.495	.042	.50	.66	0	1
Strongly agree	307	.62	.482	.033	.60	.71	0	1
Total	800	.82	.490	.020	.78	.86	0	1

Table 12 ANOVA**Switch Yes/No**

	Sum of Squares	df	Mean square	F	Sig.
Between groups	2.203	3	.736	3.218	.051
Within groups	140.591	796	.229		
Total	142.794	799			

The ANOVA table above demonstrates the F test an incentive under 3 degrees of freedom (df) is 3.218. As the Sig. esteem is 0.051 ($p < .05$), so the hypothesis is accepted and we can say that there is no significant relationship between brand loyalty and brand switching intention.

TESTING OF HYPOTHESIS – 3**H0:** There is effect of switching on customer retention.**H3:** There is no effect of switching on customer retention.

To test the above hypothesis ANOVA is utilized with switching intention (spoke to in the table as Switch Yes/No) as a dependent variable and promotional offers as an independent variable

Table 13: Descriptives

	No. of respondents	Mean	Std. deviation	Std. error	95% Confidence interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Strongly disagree	23	1.00	.000	.000	1.00	1.00	1	1
Disagree	140	.34	.476	.045	.23	.46	0	1
Neutral	256	.65	.485	.031	.56	.70	0	1
Agree	281	.78	.432	.029	.73	.85	0	1
Strongly agree	100	.95	.255	.037	.87	1.03	0	1
Total	800	.82	.490	.020	.78	.86	0	1

Table 14; ANOVA**Switch Yes/No**

	Sum of Squares	df	Mean square	F	Sig.
Between groups	20.508	4	5.128	25.778	.000
Within groups	122.286	795	.198		
Total	142.794	799			

The ANOVA table above demonstrates the F test value under 4 degrees of freedom (df) is 25.778. As the Sig. value is 0.000 ($p < .05$), we can reject the hypothesis and acknowledge the substitute hypothesis. In this way we can infer that – There is effect of switching on Customer retention.

Conclusion

This paper describes the factors influencing the consumers in switching the cellular service providers. In this study every one of the findings and the compact outcomes has been presented. This part gives a concise thought regarding the entire research work and results alongside findings got through the study. The part will help the perusers of this thesis to get an obvious diagram of the work that is finished by the researcher amid the investigation. "A consumer is the most critical guest on our premises. He isn't reliant on us. We are reliant on him. He isn't an outcast to our business. He is a piece of it. We are not doing him a favors by serving him. He is helping us out by giving us a chance to do as such". So consumer resembles the blood of our business and furthermore a fulfilled client is an informal exchange of product and services.

- Greater part of the subscribers who utilize cellular services are of the age gathering of 16 to 30. This uncovers significant clients of cellular services are youths.
- Almost 50% of the subscribers are graduates and more than one fourth are post graduates, suggesting that utilization of cellular services is more typical in exceptionally educated individuals.

The higher direct impact of service quality factors on client loyalty has been related to the instance of value included services, client care and confirmation, though, the circuitous impact through the general mentality is distinguished as higher among the client care and affirmation. The general aggregate impact on client loyalty is distinguished as higher by the general state of mind and client mind.

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