

Chapter - 5

BRAND SWITCHING REASONS OF CUSTOMERS-AN ANALYSIS

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This chapter is intended to analyze the socio economic profile of respondents using Mobile network services at Kancheepuram district in Tamilnadu and their perception about the Brand switching reasons are sharply estimated in this chapter.

DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

Demographic information is imperative as it presents a profile of the entire sample taken for the study and represents a fundamental approach to the understanding of customers using Mobile network services. In particular, the pilot study revealed the following variables maintained their proximity with the dependent factors Age, gender, educational level, occupation, income, marital status. The conglomerate of demographic and organisational profile is considered as independent variable

Gender of the respondents

The study on gender based orientation towards Brand switching reasons and customer satisfaction and loyalty plays an important role.. In fact most of the behavioural studies have identified the significant differences between the opinion of male and female customers using Mobile network services. In this study the sample units execute the following frequency distribution of the gender

Table 5.1

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	421	78.8	78.8	78.8
	Female	113	21.2	21.2	100.0
	Total	534	100.0	100.0	

From the sample taken for the study, it is found from the above tables that 78.8% male respondents and 21.2% of females are using mobile network services. Therefore it is found that maximum of males are using mobile network services.

Age of the Respondents

Age is a crucial factor which depicts the personal and psychological maturity of the individuals. On the basis of the age, the customers using Mobile network services are grouped under four heads, namely, below 20 years of age, 21 to 30years, 31 to 40years and above 40 years. In general Age of the respondents expose their maturity in understanding and selecting the best mobile network. In this analysis, the responses acquired from the various age groups of customers using Mobile network services are depicted below.

Table 5.2

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20	85	15.9	15.9	15.9
	21-30	146	27.3	27.3	43.1
	31-40	196	36.7	36.7	79.8
	Above 40	107	20.2	20.2	100.0
	Total	534	100.0	100.0	

It is analysed from different ages of respondents taken for the study that 36.7% in the age group 31-40 years, 27.3% in the age group 21 to 30 years, 20.2% above 40years and only a minimum of 15.9% below 20 years prefer using mobile network services.

Educational qualification of the Respondents

The level of education attained also influences the behaviour of a consumer during their decision making process for purchase the mobile networks. Consumers

with higher education levels are often more responsive to technical and scientific appeals, prefer informative ads and are better able to judge the relationship between the price and quality of a mobile network. The following frequency table explains the different qualification possessed by the customers using Mobile network services.

Table 5.3

Educational qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SSLC	68	12.7	12.7	12.7
	Higher secondary	106	19.8	19.8	32.5
	Graduate	181	33.9	33.9	66.5
	Post graduate	109	20.4	20.4	86.9
	Others	70	13.1	13.1	100.0
	Total	534	100.0	100.0	

It is inferred from the above table that maximum of 33.9% are graduates using Mobile network services, 20.4% are post graduates, 19.8% are higher secondary, 12.7% are SSLC qualified. Therefore maximum of respondents using Mobile network services are graduates.

Occupation of the respondents

Occupation or profession of a person influences buying behaviour. The lifestyles and buying considerations and decisions differ widely according to the nature of the occupation. The following frequency table explains customers using Mobile network services and their different occupations.

Table 5.4

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	108	20.2	20.2	20.2
	Home maker	54	10.2	10.2	30.4
	Professional	192	35.9	35.9	66.3
	Self-employed	112	21.2	21.2	87.5
	Govt/Pvt employed	56	10.4	10.4	97.8
	Unemployed	12	2.2	2.2	100.0
	Total	534	100.0	100.0	

It is analysed that 35.9% of professionals, 21.2% self employed, 20.2% of students prefer using Mobile network services. The further study revealed that 10.2% of homemakers, 10.4% of the Government and Private employed and 2.2% of unemployed also prefer using Mobile network services.

Income of the Respondents

The Monthly income has an important bearing on the mobile network purchases. The buying behaviour of customers will be highly influenced by the disposable income in their hands. The increase of competition in the mobile market in India has resulted to downfall of prices of mobile networks and has increased the buying behaviour of mobile network purchases among the customers in Kancheepuram district. The following frequency table explains the different incomes earned by the customers using Mobile network services.

Table 5.5

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Upto Rs.5000	53	9.8	9.8	9.8
	Rs.5001 to 10000	99	18.6	18.6	28.4
	Rs.10001 to 15000	125	23.5	23.5	52.0
	Rs.15001 to 20000	104	19.4	19.4	71.4
	Rs.20001 And Above	153	28.6	28.6	100.0
	Total	534	100.0	100.0	

It is found that 28.6% of the respondents earning a monthly income of Rs.20001 above, 23.5% earning Rs.10001 to Rs.15000, 19.4% earning income between Rs.15001 to Rs.20000, 18.6% earning between Rs.5001 to Rs.100000 and only a minimum of 9.8% earning less than Rs.5000 prefer using Mobile network services. Therefore maximum of respondents earning a monthly income of Rs.20001 and above prefer this network.

Marital status of the Respondents

Some interesting studies have pointed out that married customers have more usage of mobile networks compared to unmarried customers as they have more responsibility both personal and official. The customers using Mobile network services are classified based on their marital status and the results are presented in the following table.

Table 5.6

Marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	358	67.1	67.1	67.1
	Unmarried	176	32.9	32.9	100.0
	Total	534	100.0	100.0	

From the above table it is found that 67.1% of the married and 32.9% of the unmarried respondents prefer using Mobile network services. Therefore maximum of married respondents among the total taken for the study prefer using Mobile network services.

Type of scheme utilized

The Mobile network services have formed two different schemes for the benefit of the customers to choose any thing based on their suitability. The following frequency table explains the most preferred scheme by the customers using Mobile network services,

Table 5.7

Type of scheme utilized

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Prepaid	404	75.7	75.7	75.7
	Post-paid	130	24.3	24.3	100.0
	Total	534	100.0	100.0	

From the above table it is found that 75.7% of the respondents prefer using prepaid scheme and 24.3% prefer using post-paid schemes. Maximum of the respondents prefer prepaid scheme.

Number of years using Mobile network services

The number of years the customers are using the Mobile network services in Kancheepuram District explains the service quality efficiency and good network coverage. The following frequency table explain the number of years the customers are using Mobile network services in Kancheepuram district.

Table 5.8

Number of years using Mobile network services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< than a year	138	25.9	25.9	25.9
	One year	230	43.1	43.1	69.0
	Two year	166	31.0	31.0	100.0
	Total	534	100.0	100.0	

From the above table it is found that 43.1% of the respondents are using Mobile network services since one year, 31% are using since two years and 25.9% are using this service less than a year. Therefore maximum of the respondents use Mobile network services less than a year.

Number of times using Value added service

The service organisations are making the Value-Added-Services as hot-spot for making profit. From the service provider's point of view the Value-Added-Services are providing excellent leverage. Exploiting a very insignificant marginal cost, the marginal profit accrued is really phenomenal at the satisfaction of the customer. The status of the Value-Added-Services, which in turn echoes about the Brand switching reasons and customer satisfaction and loyalty, can be gauged through questions where options are spanning like the following in the questionnaire of the research: a) Rare, b) Often, c) Frequent, d) Regular and e) Not regular.

Table 5.9

Number of times using Value added services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rarely	96	18.0	18.0	18.0
	Often	153	28.6	28.6	46.7
	Frequently	162	30.4	30.4	77.1
	Regularly	80	14.9	14.9	92.0
	Not regular	43	8.0	8.0	100.0
	Total	534	100.0	100.0	

It is analysed from the above table that 30.4% of the respondents frequently use value added services, 28.6% use it often, 18% use it rarely, 14.9% use it regularly whereas 8% of the respondents are not regular is using value added services. Therefore Value added services are used frequently by the respondents.

Satisfaction on the current service provider

The satisfaction, the subjective element in relative plane, is the facade of any business entity. However, the strategy evolved for satisfaction cannot be invoked for dissatisfaction universally. Both states of client's psyche must be evaluated and met with different unique strategies. The following frequency table explains the level of satisfaction expressed by the customers towards Mobile network services.

Table 5.10

Level of satisfaction

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	411	76.9	76.9	76.9
	No	123	23.1	23.1	100.0
	Total	534	100.0	100.0	

From the above table it is found that 76.9% of the respondents expressed satisfaction towards their current service provider whereas 23.1% are not satisfied with their current service providers.

Purpose of uses of Mobile network services mobile

The following frequency table explains the purpose for which the customers opt using Mobile network services.

Table 5.11

Purpose of uses

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business	165	31.0	31.0	31.0
	Office	130	24.3	24.3	55.3
	Personnel	177	33.1	33.1	88.4
	Others	62	11.6	11.6	100.0
	Total	534	100.0	100.0	

It is analysed from the above table that 33.1% of the respondents use mobile network services mobile for personnel purpose, 31% use it for business, 24.3% use it for office purpose whereas 11.6% use it for other purposes. Therefore maximum of the respondents use for personnel purposes.

Type of network does the customer prefer

Companie's prime focus is to create loyal customers and retaining current customer & get benefitted from them. At times of switch over from one brand to another brands, selection of brands plays a major role. The following frequency table explains the most preferred brand selected by the customers at the time of switch over for their current mobile network.

Table 5.12

Network preferred

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Airtel	201	37.6	37.6	37.6
	BSNL	147	27.5	27.5	65.1
	Reliance	84	15.7	15.7	80.8
	Vodafone	58	10.8	10.8	91.6
	Tata Idea/Docomo	44	8.4	8.4	100.0
	Total	534	100.0	100.0	

It is analysed from the above table that 37.6% prefer Mobile network services network, 27.5% prefer Tata Docomo, 15.7% prefer Reliance network, 10.8% prefer Vodafone and 8.4% of the respondents prefer other networks than those mentioned above. Maximum of the respondents prefer Mobile network services.

Percentage of satisfaction on Mobile network services

The level of satisfaction a customer derives from using the mobile network explains the number of years of using a particular mobile network. The following frequency table explains in percentage the level of satisfaction the customer's experiences using Mobile network services.

Table 5.13

Percentage of satisfaction on Mobile network services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	50 to 60%	80	14.9	14.9	14.9
	60 to 70%	218	40.8	40.8	55.7
	70 to 80%	106	19.8	19.8	75.5
	80 to 90%	92	17.3	17.3	92.7
	90 to 100%	38	7.3	7.3	100.0
	Total	534	100.0	100.0	

It implies from the above table that maximum of 40.8% of the respondents expressed 60% to 70% satisfaction on Mobile network services, 19.8% expressed 70% to 80% satisfaction, 17.3% expressed 80% to 90% satisfaction, 14.9% expressed 50% to 60% and only a minimum of 7.3% of the respondents expressed 90 to 100% satisfaction on Mobile network services.

Awareness of Mobile network services

Brand awareness of Mobile network services plays a major role in a consumer's buying decision-making process. Generally they are recommended by the people around them based on which they take the decision to buy. The following frequency table explains the most recommended persons influenced the customers to opt for Mobile network services.

Table 5.14

Awareness Mobile network services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Family	140	26.3	26.3	26.3
	Friends	127	23.7	23.7	50.0
	Relatives	159	29.8	29.8	79.8
	Media	64	12.0	12.0	91.8
	Others	44	8.2	8.2	100.0
	Total	534	100.0	100.0	

It is analysed from the above table that 29.8% of the respondents got awareness about mobile network services from relatives, 26.3% from family members, 23.7% from friends, 12% from media and 8.2% got awareness from others. Therefore maximum of the respondents have got awareness about Mobile network services from their relatives.

Latest Offers preferred by the respondents in Mobile network services

The customer using Mobile network services expects the service providers to give best offers. In order to retain the customers from switching over to other brands, Mobile network services provides various offers on Full talk time, Rate cutter, Life time incoming calls and SMS booster. The following frequency table explains the most preferred offer by the customers using Mobile network services.

Table 5.15

Offers preferred

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full talk time	204	38.2	38.2	38.2
	Rate cutter	134	25.1	25.1	63.3
	Life time incoming calls	147	27.5	27.5	90.8
	SMS booster	49	9.2	9.2	100.0
	Total	534	100.0	100.0	

From the above table it is found that 38.2% prefer offers for full talk time, 27.5% prefer for life time incoming calls, 25.1% prefer offers for rate cutter and 9.2% prefer offers of SMS booster. Maximum of the respondents prefer offers for full talk time.

Factors considered during the purchase of Mobile network services

The customers at the time of deciding to purchase their mobile network, considers some important factors such as cost, After sale services, network coverage based on which they take their decision to purchase. The following frequency table explains the most important factor considered by the customers at the time of purchasing mobile network.

Table 5.16

Factors considered during the purchase of Mobile network services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Money	129	24.1	24.1	24.1
	Service	104	19.4	19.4	43.5
	Network coverage	238	44.7	44.7	88.2
	Any other	63	11.8	11.8	100.0
	Total	534	100.0	100.0	

From the table, it is analysed that 44.7% of the respondents consider network coverage during the purchase of Mobile network services, 24.1% consider money during their purchases, 19.4% consider service and 11.8% consider other factors than that mentioned in the table during their purchase of Mobile network services network.

Awareness of Mobile network services advertisements

It was found that advertisement play a dominant role in influencing the customers but most of the customers are of opinion that promotional strategies of cellular companies are more sale oriented rather than customer oriented. The following frequency table explains the customer's awareness on Mobile network services advertisements.

Table 5.17

Awareness of Mobile network services advertisements

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	384	72.0	72.0	72.0
	No	150	28.0	28.0	100.0
	Total	534	100.0	100.0	

From the above table, it is found that 72% of the respondents expressed to have seen mobile network services advertisements whereas 28% expressed for not having seen any mobile network services advertisements.

Awareness of Mobile network services post-paid plans

The following frequency table explains the extent of awareness of customer possess about the various Mobile network services post-paid plans.

Table 5.18

Awareness of Mobile network services post-paid plans

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	247	46.3	46.3	46.3
	No	287	53.7	53.7	100.0
	Total	534	100.0	100.0	

It is found from the above table that, Maximum of 53.7% of the respondents have no awareness of mobile network services post-paid plans, whereas only a minimum of 46.3% have awareness of post-paid plans.

Satisfaction in prices of Mobile network services recharges

The customer's attitude towards mobile network services network is that they are satisfied with the existing brands and the prices charged in the recharges. The service provider has adopted various strategies to make suitable the prices charged on recharges suitable to all income group of customers. The following frequency table explains the amount most preferred by the customers during the time of recharging.

Table 5.19

Satisfaction in prices of Mobile network services recharges

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rs.120	156	29.2	29.2	29.2
	Rs.155	166	31.2	31.2	60.4
	Rs.250	198	37.1	37.1	97.5
	Rs.1000	14	2.5	2.5	100.0
	Total	534	100.0	100.0	

From the above table it is found that maximum of 37.1% of the respondents using Mobile network services mobile are satisfied on Rs.250 network charges, 31.2% are satisfied on Rs.155 network charges, 29.2% are satisfied on Rs.120 work charges and 2.5% are satisfied on Rs.1000 network charges.

Reason for using mobile network services

The customers using Mobile network services use it for different reasons. The following frequency table explain the reason for using the Mobile network services

Table 5.20

Reason for using mobile network services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Incoming	149	27.8	27.8	27.8
	Outgoing	133	24.9	24.9	52.7
	Both	252	47.3	47.3	100.0
	Total	534	100.0	100.0	

From the above table it is found that 47.3% of the respondents use Mobile network services for both incoming and outgoing, 27.8% use it only for incoming and

24.9% use it for only outgoing purposes. Therefore maximum of the respondents use it for both incoming and outgoing purposes.

Switchover to different brands

Since there are more competitors prevailing in the mobile market, retaining the customers to the same brand is difficult. When the service is poor, and the network coverage is not fair, customer's think of switching over to a different brands. The following frequency table explains the most preferred network by the customers at the time of switchover to another brand.

Table 5.21

Switchover to different brands

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BSNL	142	26.7	26.7	26.7
	Aircel	133	24.9	24.9	51.6
	Reliance	135	25.3	25.3	76.9
	Tata Docomo	97	18.0	18.0	94.9
	Vodafone	27	5.1	5.1	100.0
	Total	534	100.0	100.0	

It is analysed from the views of the respondents that at times of switch over from Mobile network services, 26.7% prefer switching over to BSNL, 25.3% to Reliance, 24.9% to Aircel, 18% to Tata Docomo and 5.1% prefer to switch over to Vodafone. Therefore, maximum of the respondents prefer to switch over to BSNL from Mobile network services.

Average spent on mobiles per month

The customers of Mobile network services use their mobiles for different purposes such as personnel, official or both. The following frequency table explain the average amount spent by the customers on recharges per month.

Table 5.22

Average spent on mobiles per month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 100	92	17.3	17.3	17.3
	101-200	237	44.3	44.3	61.6
	201-300	138	25.9	25.9	87.5
	301-400	49	9.2	9.2	96.7
	Above 400	18	3.3	3.3	100.0
	Total	534	100.0	100.0	

From the above table it is found that 44.3% of the respondents spend Rs.101 to Rs.200 on mobile charges per month, 25.9% spend Rs.201 to Rs.300, 17.3% spend below Rs.100, 9.2% spend Rs.301 to Rs.400 and only a minimum of 3.3% spend above Rs.400.

Motivation for using the product

Customers at the time of taking decisions to purchase a mobile network are generally motivated by different peoples existing around them. The following frequency table explains the peoples motivating the customers.

Table 5.23

Motivation for using the product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Recommended by family members	180	33.9	33.9	33.9
	Recommended by retailers	127	23.7	23.7	57.6
	Same operators know to the family/relative/close friend	147	27.5	27.5	85.1
	Corporate connections	38	7.1	7.1	92.2
	Recommended by friend and peers	42	7.8	7.8	100.0
	Total	534	100.0	100.0	

From the above table it is found that 33.9% of the respondents accept to have motivated by family members for purchase of Mobile network services, 27.5% have been recommended by same operators knowing to the family/relative/close friends, 23.7% have been recommended by retailers, 7.8% have been recommended by friends and peers and only a minimum of 7.1% have been recommended by corporate connections. Therefore maximum of the respondents taken for the study have been recommended by their family members of purchase of Mobile network services.

T-TEST

The opinion of the of the customers towards preferring the Mobile network services is segregated and obtained through Likert's five point scale which ranges from strongly agree to strongly disagree. The application of t-test for the Brand switching reasons of the customers is presented below.

T-TEST FOR BRAND SWITCHING REASONS OF MOBILE NETWORK SERVICES

The various reasons influencing the customers to switch the Mobile network services is identified through 21 statements (see appendix) is discussed in this context, a parametric t-test has been applied and the following results are obtained. The mechanism of the t-test indicates that the computed mean is compared with the hypothesised mean value 3. The significant positive and negative t-test values indicate the agreement and disagreement of the respondents. The significant t-value can be taken to interpret the undecided opinion of the respondent.

Table 5.24**One-Sample Statistics for Brand Switching reasons**

	N	Mean	Std. Deviation	Std. Error Mean
Social status and perceived prestige	534	4.5039	.77977	.03453
Service quality efficiency	534	4.3627	.74419	.03295
Good network coverage	534	4.1490	.81811	.03623
High reliability and confidence	534	3.8922	.98223	.04349
Brand image	534	3.8412	1.03013	.04561
Best offers and discounts	534	3.6686	1.00196	.04437
Good data usage packages, 2G and 3G	534	3.6431	1.10104	.04875
Call cost of the service	534	3.6176	1.10228	.04881
Customer care cell services	534	3.6118	1.12056	.04962
The add on services	534	3.6588	1.14785	.05083
The brand is used by my friends or colleague	534	3.7157	.98293	.04353
Network Coverage efficiency	534	3.7765	.91540	.04053
Lucrative Price/Recharge value Price/Recharge value	534	3.8255	1.03140	.04567
The existing product/service worth the purchase price	534	3.8529	1.05075	.04653
The comparative price the product/service	534	3.9137	1.08228	.04792
Easy utility of the brand	534	3.8353	1.03965	.04604
Appropriate Responsiveness	534	3.7510	1.05392	.04667
Touch of professionalism in service and technology	534	3.7961	1.08281	.04795
Customer need based services	534	3.8020	1.07754	.04771
Advanced technology	534	3.8294	1.02824	.04553
Immediate grievance mechanism	534	3.7216	1.13219	.05013

From the above table, it is found that all the mean values of the 21 variables ranging from 3.61 to 4.50 with their respective standard deviation as shown in the above table.

Table 5.25

One-Sample Test for Brand switching reasons

	Test Value = .3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
	Lower	Upper	Lower	Upper	Lower	Upper
Social status and perceived prestige	121.751	533	.000	4.20392	4.1361	4.2718
Service quality efficiency	123.288	533	.000	4.06275	3.9980	4.1275
Good network coverage	106.249	533	.000	3.84902	3.7778	3.9202
High reliability and confidence	82.590	533	.000	3.59216	3.5067	3.6776
Brand image	77.632	533	.000	3.54118	3.4516	3.6308
Best offers and discounts	75.925	533	.000	3.36863	3.2815	3.4558
Good data usage packages, 2G and 3G	68.571	533	.000	3.34314	3.2474	3.4389
Call cost of the service	67.971	533	.000	3.31765	3.2218	3.4135
Customer care cell services	66.744	533	.000	3.31176	3.2143	3.4092
The add on services	66.083	533	.000	3.35882	3.2590	3.4587
The brand is used by my friends or colleague	78.476	533	.000	3.41569	3.3302	3.5012
Network Coverage efficiency	85.766	533	.000	3.47647	3.3968	3.5561
Lucrative Price/ Recharge value Price/Recharge value	77.193	533	.000	3.52549	3.4358	3.6152
The existing product/service worth the purchase price	76.362	533	.000	3.55294	3.4615	3.6444
The comparative price the product/ service	75.405	533	.000	3.61373	3.5196	3.7079
Easy utility of the brand	76.793	533	.000	3.53529	3.4448	3.6257
Appropriate Responsiveness	73.947	533	.000	3.45098	3.3593	3.5427
Touch of professionalism in service and technology	72.914	533	.000	3.49608	3.4019	3.5903
Customer need based services	73.394	533	.000	3.50196	3.4082	3.5957
Advanced technology	77.516	533	.000	3.52941	3.4400	3.6189
Immediate grievance mechanism	68.248	533	.000	3.42157	3.3231	3.5201

From the above table it is found that all the t-test values of the 21 variables mentioned in the above table namely 121.75, 123.29, 106.25, 82.59, 77.63, 75.93, 68.57, 67.97, 66.74, 66.08, 78.48, 85.77, 77.19, 76.36, 75.41, 76.79, 73.95, 72.91, 73.39, 77.52, 68.25 are statistically significant at 5% level and therefore it is concluded that the customers using Mobile network services strongly agreed that there is a good network and the service rendered is efficient and one can feel proud in using this brand. Some of the customers using this brand agreed that it has a good image, gives best offers on talk times, good data usage package, 2G, 3G and best customer call service and there by one can confidentially relay on this brand. It is further found that the customers using Mobile network services brand network agreed that the network coverage is good, and is used by all their friends and colleagues as there is lucrative price, recharge value and is worth in purchasing this product. The analysis also revealed that the technology used is advanced, customers service is focused mainly and grievances are solved effectively. The brand is easy to us and there is professional touch in the service and technology adopted in manufacturing this product.

FACTOR ANALYSIS

Factor analysis has been applied to analyze a large number of variables by identifying common and unique sets variance that are referred to as dimensions, factors, or components. It allows the researcher to summarize and reduce the data. The process of summary and reduction allows the data to be described by a much smaller number of variables than the original. In this study, the researcher has taken all elements of Brand switching reasons of Mobile network services. Factor analysis by the principal component method is applied on all 21 variables of Brand switching reasons. The following results are obtained for the classification of the factors.

Table 5.26**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.821
Bartlett's Test of Sphericity	Approx. Chi-Square	2119.665
	df	210
	Sig.	.000

From the above table it is found that KMO measure of sampling adequacy is 0.821, Bartlett's Test of Sphericity with approximated chi-square value 2119.66 are statistically significant at 5 percent level. This indicates all the twenty one variables are normally distributed and suitable for data reduction.

Table 5.27**Communalities**

	Initial	Extraction
Social status and perceived prestige	1.000	.580
Service quality efficiency	1.000	.582
Good network coverage	1.000	.620
High reliability and confidence	1.000	.560
Brand image	1.000	.418
Best offers and discounts	1.000	.518
Good data usage packages, 2G and 3G	1.000	.586
Call cost of the service	1.000	.486
Customer care cell services	1.000	.546
The add on services	1.000	.524
The brand is used by my friends or colleague	1.000	.655
Network Coverage efficiency	1.000	.557
Lucrative Price/Recharge value Price/Recharge value	1.000	.695
The existing product/service worth the purchase price	1.000	.526
The comparative price the product/service	1.000	.519
Easy utility of the brand	1.000	.370
Appropriate Responsiveness	1.000	.460
Touch of professionalism in service and technology	1.000	.574
Customer need based services	1.000	.511
Advanced technology	1.000	.467
Immediate grievance mechanism	1.000	.508

Extraction Method: Principal Component Analysis.

From the above table it is found that twenty one variables of Brand switching reasons factors exhibit the variance 0.370 to 0.655. This implies these six variables establish considerable variance 37% to 65.5%. This variance range is statistically significant at 5% level and the segmentation process can be done for these twenty one variables.

Table 5.28

Total Variance Explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.729	22.520	22.520	2.753	13.108	13.108
2	1.727	8.226	30.746	1.981	9.435	22.543
3	1.419	6.759	37.504	1.661	7.911	30.454
4	1.333	6.348	43.853	1.659	7.898	38.352
5	1.051	5.007	48.859	1.617	7.699	46.051
6	1.003	4.775	53.635	1.593	7.583	53.635
7	.932	4.440	58.074			
8	.917	4.365	62.440			
9	.831	3.955	66.395			
10	.780	3.716	70.111			
11	.753	3.586	73.696			
12	.728	3.467	77.164			
13	.689	3.283	80.446			
14	.621	2.957	83.403			
15	.613	2.919	86.322			
16	.599	2.852	89.174			
17	.527	2.510	91.684			
18	.490	2.334	94.018			
19	.466	2.220	96.238			
20	.420	1.999	98.237			
21	.370	1.763	100.000			

Extraction Method: Principal Component Analysis.

From the above table it is found that twenty one variables are reduced into six predominant factors with individual variances 13.108, 9.435, 7.911, 7.898, 7.699, 7.583 and the total variance 53.635%. This shows that the twenty one variables of Brand switching reasons factors are reduced into six predominant factors to represent their respective underlying variables. The following information clearly explains the variable loadings in each factor.

Table 5.29

Rotated Component Matrix(a)

	Component					
	1	2	3	4	5	6
Good network coverage	.649					
Good data usage packages, 2G & 3G	.633					
Network coverage efficiency	.603					
Touch of Professionalism in service and technology	.566					
Advanced technology	.564					
Service quality efficiency		.422				
Customer care cell services		.698				
Customer need based services		.674				
Social status and perceived prestige			.653			
The brand is used by my friends or colleague			.793			
Best offers and discounts				.731		
Lucrative Price/Recharge value price/Recharge value				.562		
The existing product/service worth the purchase price				.665		
The comparative price of product/service				.641		
Call cost of the service				.600		
High reliability and confidence					.695	
Brand image					.628	
The add on services					.513	
Easy utility of the brand						.742
Appropriate responsiveness						.642
Immediate grievance mechanism						.531

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a Rotation converged in 9 iterations.

From the above table it is found that the first factor comprises of five variables namely:

Good network coverage (.649)

Good data usage packages, 2G & 3G (.633)

Network coverage efficiency (.603)

Touch of Professionalism in service and technology (.566)

Advanced technology (.564)

There this factor is named as “**Efficient coverage**”

The second factor comprises of three variables namely:

Service quality efficiency (.422)

Customer care cell services (.698)

Customer need based services(.674)

Therefore this factor is named as “**Customer care**”

The third factor comprised of two factors namely:

Social status and perceived prestige (.653)

The brand is used by my friends or colleague (.793)

Therefore this factor is named as “**Brand reputation**”

The fourth factor comprises of five variables namely:

Best offers and discounts (.731)

Lucrative Price/Recharge value price/Recharge value (.562)

The existing product/service worth the purchase price (.665)

The comparative price of product/service (.641)

Call cost of the service(.600)

Therefore this factor is named as “**Affordable price**”

The fifth factor comprises of three variables namely

High reliability and confidence(.695)

Brand image (.628)

The add on services(.513)

Therefore this factor is named as “**Brand attachment**”

The sixth factor comprises of three variables namely

Easy utility of the brand (.742)

Appropriate responsiveness (.642)

Immediate grievance mechanism (.531)

This factor is named as “**Easy usage**”

Therefore it is concluded that the customers using mobile network services give importance to the brand that gives a good product with best price and service after sale. The brand should have a good network with application of advanced technology that increases their social status and prestige in the society when using the product.

CLASSIFICATION OF CUSTOMERS OF MOBILE NETWORK SERVICES BASED ON THE BRAND SWITCHING REASONSS

In this section the perception differences of Brand switching reasons by customers using Mobile network services in Chennai are identified through k-means

cluster analysis. It classifies the sample units into heterogeneous groups and their nature of heterogeneity is anatomically analysed. The total average scores of the six factors of Brand switching reasons of customers using Mobile network services classify the sample unit in the following way.

Table 5.30

Final Cluster Centers

	Cluster		
	1	2	3
Efficient coverage	.36130 (S)	-.37827 (W)	-.05707(M)
Customer care	-.37047(W)	.61700(S)	-.27222(M)
Brand reputation	.48063(S)	-.62688(W)	.10259(M)
Affordable price	-.56356 (W)	-.20657(M)	1.23896(S)
Brand attachment	.12891(M)	-.29029(W)	.20385(S)
Easy usage	.16207(S)	.12702(M)	-.45392(W)

Table 5.31

Number of Cases in each Cluster

Cluster	Loyal customers	217.000	40.59%
	Unambitious customers	187.000	35.09%
	Switchers	130.000	24.32%
Valid		534.000	100.0%
Missing		.000	

In first cluster comprises of 217customers (40.59%) strongly agreed that the Mobile network services has a very good network and a touch of professionalism in the service and technology and thereby they are preferred by many people and the application in the network is easy to understand by all types of users. They

moderately agree towards the brand image and disagreed towards the Customer care rendered by the Mobile network services provider and the charges fixed on the talk times. Therefore this cluster of customers is called **“Loyal customers”**

The second cluster comprises of 187customers (35.09%) moderately agreed towards the offers and discounts given to the customers and grievance mechanism adopted but strongly agreed towards the efficiency in the service rendered by the Mobile network services service provider . The customers disagreed with the good data usage package, 2G & 3G technology, increase in prestige by using this product and the add on service rendered by the Mobile network services mobiles. Therefore this cluster of customers is called **“Unambitious customers”**

The third cluster consists of 130 customers (24.32%) strongly agreed that there is worth in price for the purchase of the existing Mobile network services products The customers moderately agree towards the network coverage, service quality efficiency and it usage among the friend and colleagues circle but the customers disagree the easy utility of the brand and expect the Mobile network services to focus more on the developments. Therefore this cluster of customers is called **“Switchers”**

ASSOCIATION BETWEEN BRAND SWITCHING REASONS AND MOBILE NETWORK SERVICES DETAILS

Factor analysis by principal component method derived the factors of Brand switching reasons of customers using Mobile network services. These factors are considered as the basis to classify the customers into heterogeneous groups. Therefore it is essential to establish the associations between the clusters of Brand switching reasons and mobile network services details.

ASSOCIATION BETWEEN BRAND SWITCHING REASONS AND NUMBER OF YEARS USING MOBILE NETWORK SERVICES

The association between clusters of Brand switching reasons and the number of years using Mobile network services by the customers is verified in the following table.

Table 5.32

Crosstab for number of years using Mobile network services

			Number of years using Mobile network services			Total
			Less than 1 year	1year	2 years	
Brand switching reasons	Loyal customers	Count	51	79	87	217
		% within Brand switching reasons	23.7%	36.2%	40.1%	100.0%
	Unambitious customers	Count	51	92	44	187
		% within Brand switching reasons	27.4%	49.2%	23.5%	100.0%
	Switchers	Count	36	60	34	130
		% within Brand switching reasons	27.4%	46.0%	26.6%	100.0%
Total		Count	138	231	165	534
		% within Brand switching reasons	25.9%	43.1%	31.0%	100.0%

From the above table, it is found that 83% of Loyal customers are using Mobile network services for 2 years and 88% of Unambitious customers are using it since one year and 34% of Switchers are using Mobile network services less than a year. This leads to the computation of chi-square statistics as stated in the table below.

Table 5.33

Chi-Square Tests - number of years using Mobile network services

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.264(a)	4	.006
Likelihood Ratio	14.196	4	.007
Linear-by-Linear Association	5.258	1	.022
N of Valid Cases	534		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 32.09.

From the above table, it is found that Pearson chi-square statistics =0.006, $p = .007$ are statistically significant at 5% level. Therefore it can be concluded that there is a deep association between the Brand switching reasons and the number of years using Mobile network services. As, one the reason could be good network coverage.

ASSOCIATION BETWEEN BRAND SWITCHING REASONS AND CUSTOMERS USING VALUE ADDED SERVICES

The association between clusters of Brand switching reasons and often usage of value added services by the customers is verified in the following table.

Table 5.34**Crosstab – Value added Services**

		Value added Services					Total	
		Rarely	Often	Frequently	Regularly	Not regularly		
Brand switching reasons	Loyal customers	Count	36	56	81	26	18	217
		% within Brand switching reasons	16.9%	25.6%	37.2%	12.1%	8.2%	100.0%
	Unambitious customers	Count	41	66	47	23	10	187
		% within Brand switching reasons	21.8%	35.2%	25.1%	12.3%	5.6%	100.0%
	Switchers	Count	19	32	34	30	15	130
		% within Brand switching reasons	14.5%	24.2%	26.6%	23.4%	11.3%	100.0%
Total		Count	96	154	162	79	43	534
		% within Brand switching reasons	18.0%	28.6%	30.4%	14.9%	8.0%	100.0%

From the above table, it is found that 37.2% of loyal customers are using value added services in Mobile network services frequently and 8.2% in the same group are not using it regularly. 35.2% of Unambitious customers are using value add services very often and 12.3% in the same group are using regularly whereas 14.5% of the Switchers are using value added service rarely and 26.6% in the same group are using it frequently. This leads to the computation of chi-square statistics as stated in the table below.

Table 5.35

Chi-Square Tests – Value added services

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.863(a)	8	.004
Likelihood Ratio	21.857	8	.005
Linear-by-Linear Association	1.680	1	.195
N of Valid Cases	534		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.97.

From the above table, it is found that Pearson chi-square statistics =0.004, $p = .005$ are statistically significant at 5% level. Therefore it can be concluded that there is a deep association between the Brand switching reasons and the often usage of Value Added services by the customer using Mobile network services.

ASSOCIATION BETWEEN BRAND SWITCHING REASONS AND PURPOSE OF USING MOBILE NETWORK SERVICES MOBILE NETWORK

The association between clusters of Brand switching reasons and the purpose of using mobile network services by the customers is verified in the following table.

Table 5.36**Crosstab – Purpose of using**

			Purpose of using				Total
			Business	Office	Personal	Others	
Brand switching reasons	Loyal customers	Count	85	48	67	17	217
		% within Brand switching reasons	39.1%	22.2%	31.4%	7.2%	100.0%
	Unambitious customers	Count	38	57	64	28	187
		% within Brand switching reasons	20.1%	30.7%	34.1%	15.1%	100.0%
	Switchers	Count	43	24	45	18	130
		% within Brand switching reasons	33.1%	18.5%	34.7%	13.7%	100.0%
Total		Count	166	129	176	63	534
		% within Brand switching reasons	31.0%	24.3%	33.1%	11.6%	100.0%

From the above table, it is found that 39.1% of loyal customers are using Mobile network services for business purpose and 7.2% in the same group are using for other purposes than official and personal, 34.1% of Unambitious customers are using it for personal purpose and 18.5% of Switchers are using if for office purpose. This leads to the computation of chi-square statistics as stated in the table below.

Table 5.37**Chi-Square Tests – Purpose of Using**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.603(a)	6	.001
Likelihood Ratio	23.482	6	.001
Linear-by-Linear Association	5.588	1	.018
N of Valid Cases	534		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.35.

From the above table, it is found that Pearson chi-square statistics =0.001, p = .001 are statistically significant at 5% level. Therefore it can be concluded that there is a deep association between the Brand switching reasons and the purpose of using the Mobile network services since the service provider focuses on more talk time plans and attractive offers that retains the existing customers.

ASSOCIATION BETWEEN BRAND SWITCHING REASONS AND TYPE OF NETWORK PREFERRED BY THE CUSTOMERS

The association between clusters of Brand switching reasons and the type of network preferred by the customers is verified in the following table.

Table 5.38

Crosstab – Type of network preferred

			Type of network preferred					Total
			Mobile network services	Tata Docomo	Reliance	Vodafone	Others	
Brand switching reasons	Loyal customers	Count	73	58	23	38	25	217
		% within Brand switching reasons	33.8%	26.6%	10.6%	17.4%	11.6%	100.0%
	Unambitious customers	Count	68	61	38	14	6	187
		% within Brand switching reasons	36.3%	33.0%	20.1%	7.3%	3.4%	100.0%
	Switchers	Count	60	27	23	6	14	130
		% within Brand switching reasons	46.0%	21.0%	17.7%	4.8%	10.5%	100.0%
Total		Count	201	146	84	58	45	534
		% within Brand switching reasons	37.6%	27.5%	15.7%	10.8%	8.4%	100.0%

From the above table, it is found that 33.8% of loyal customers are using Mobile network services and 11.6% of the customers in the same group are using other brands. 33% of Unambitious customers are using Tata Docomo where 36.3% in the same group prefer using Mobile network services and 17.7% of Switchers are using Reliance mobiles and 4.8% in the same group are using Vodafone. This leads to the computation of chi-square statistics as stated in the table below.

Table 5.39

Chi-Square Tests - Type of network preferred

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.109(a)	8	.000
Likelihood Ratio	37.616	8	.000
Linear-by-Linear Association	6.660	1	.010
N of Valid Cases	534		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.45.

From the above table, it is found that Pearson chi-square statistics =0.000, $p = .000$ are statistically significant at 5% level. Therefore it can be concluded that there is a deep association between the Brand switching reasons and the type of network preferred by the customers. As customers using mobile are educated by creating awareness on the existing mobile market, the customers decide scientifically at the time of selecting the mobile networks.

ASSOCIATION BETWEEN BRAND SWITCHING REASONS AND PERCENTAGE OF SATISFACTION IN USING MOBILE NETWORK SERVICES

The association between clusters of Brand switching reasons and the percentage of satisfaction derived by the customers using Mobile network services is verified in the following table.

Table 5.40

Crosstab – Percentage of satisfaction

			Percentage of satisfaction					Total
			50% to 60%	60% to 70%	70% to 80%	80% to 90%	90% to 100%	
Brand switching reasons	Loyal customers	Count	39	69	44	52	13	217
		% within Brand switching reasons	17.9%	31.9%	20.3%	24.2%	5.8%	100.0%
	Unambitious customers	Count	23	98	42	8	16	187
		% within Brand switching reasons	12.3%	52.5%	22.3%	4.5%	8.4%	100.0%
	Switchers	Count	18	50	20	32	10	130
		% within Brand switching reasons	13.7%	38.7%	15.3%	24.2%	8.1%	100.0%
Total		Count	80	217	106	92	39	534
		% within Brand switching reasons	14.9%	40.8%	19.8%	17.3%	7.3%	100.0%

From the above table, it is found that 31.9% of Loyal customers using Mobile network services expressed satisfaction upto 60% to 70%. Among the Unambitious customers, 22.3% expressed satisfaction upto 70% to 80% and 8.4% of the customers expressed 90% to 100% in the same group. It is further found that 13.7% of Switchers expressed satisfaction 50% to 60% and 24.2% in the same group of customers and Loyal customers expressed satisfaction 80% to 90%. This leads to the computation of chi-square statistics as stated in the table below.

Table 5.41

Chi-Square Tests -Percentage of satisfaction

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	41.381(a)	8	.000
Likelihood Ratio	47.470	8	.000
Linear-by-Linear Association	.008	1	.931
N of Valid Cases	534		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.00.

From the above table, it is found that Pearson chi-square statistics =0.000, $p = .000$ are statistically significant at 5% level. Therefore it can be concluded that there is a deep association between the Brand switching reasons and percentage of satisfaction among the customers using Mobile network services that make them retain in the same brand and avoid switchover to different brands.

ASSOCIATION BETWEEN BRAND SWITCHING REASONS AND AWARENESS ABOUT MOBILE NETWORK SERVICES

The association between clusters of Brand switching reasons and awareness about Mobile network services is verified in the following table.

Table 5.42

Crosstab – Awareness of Mobile network services

			Awareness of Mobile network services					Total
			Family	Friends	Relatives	Media	Others	
Brand switching reasons	Loyal customers	Count	45	56	62	34	20	217
		% within Brand switching reasons	21.3%	25.6%	28.5%	15.5%	9.2%	100.0%
	Unambitious customers	Count	55	50	57	17	8	187
		% within Brand switching reasons	29.1%	26.8%	30.7%	8.9%	4.5%	100.0%
	Switchers	Count	40	21	40	14	15	130
		% within Brand switching reasons	30.6%	16.1%	30.6%	10.5%	12.1%	100.0%
Total		Count	140	127	159	65	43	534
		% within Brand switching reasons	26.3%	23.7%	29.8%	12.0%	8.2%	100.0%

From the above table, it is found that 28.5% of Loyal customers have got awareness about Mobile network services through relatives, 29.1% of Unambitious customers got awareness from their family members and 16.1% of Switchers got awareness from their friends and 12.1% of the customers in the same group got awareness for others. This leads to the computation of chi-square statistics as stated in the table below.

Table 5.43

Chi-Square Tests -Awareness of Mobile network services

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.916(a)	8	.031
Likelihood Ratio	17.629	8	.024
Linear-by-Linear Association	.982	1	.322
N of Valid Cases	534		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.21.

From the above table, it is found that Pearson chi-square statistics =0.031, p = .024 are statistically significant at 5% level. Therefore it can be concluded that there is a deep association between the Brand switching reasons and the mode of awareness of Mobile network services. As the customers are recommended by the people around them during the purchase of mobile network.

**ASSOCIATION BETWEEN BRAND SWITCHING REASONS AND OFFER
PREFERED BY THE CUSTOMERS USING MOBILE NETWORK SERVICES
MOBILES**

The association between clusters of Brand switching reasons and the offers preferred by the customers using Mobile network services is verified in the following table.

Table 5.44

Crosstab – Offers preferred

			Offers preferred				Total
			Full talk time	Rate cutter	Life time incoming calls	SMS booster	
Brand switching reasons	Loyal customers	Count	92	45	56	24	217
		% within Brand switching reasons	42.5%	20.8%	25.6%	11.1%	100.0%
	Unambitious customers	Count	59	66	54	8	187
		% within Brand switching reasons	31.3%	35.2%	29.1%	4.5%	100.0%
	Switchers	Count	53	23	37	17	130
		% within Brand switching reasons	41.1%	17.7%	28.2%	12.9%	100.0%
Total		Count	204	134	147	49	534
		% within Brand switching reasons	38.2%	25.1%	27.5%	9.2%	100.0%

From the above table, it is found that 42.5% of Loyal customers prefer offers in full talk time, 35.2% of Unambitious customers prefer using offers in rate cutter and 4.5% of the customers in the same group prefer offers in SMS booster. 28.2% of Switchers prefer offers for life time incoming calls. This leads to the computation of chi-square statistics as stated in the table below.

Table 5.45

Chi-Square Tests –Offers preferred

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.475(a)	6	.001
Likelihood Ratio	22.958	6	.001
Linear-by-Linear Association	.397	1	.529
N of Valid Cases	534		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 11.43.

From the above table, it is found that Pearson chi-square statistics =0.001, p = .001 are statistically significant at 5% level. Therefore it can be concluded that there is a deep association between the Brand switching reasons and the offers preferred by the customers using Mobile network services.

ASSOCIATION BETWEEN BRAND SWITCHING REASONS AND AWARENESS OF POSTPAID PLANS IN MOBILE NETWORK SERVICES

The association between clusters of Brand switching reasons and the awareness of post-paid plans in Mobile network services by the customers is verified in the following table.

Table 5.46

Crosstab – Awareness Post paid plans

			Post paid plans		Total
			Yes	No	
Brand switching reasons	Loyal customers	Count	104	113	217
		% within Brand switching reasons	47.8%	52.2%	100.0%
	Unambitious customers	Count	96	91	187
		% within Brand switching reasons	51.4%	48.6%	100.0%
	Switchers	Count	47	83	130
		% within Brand switching reasons	36.3%	63.7%	100.0%
Total		Count	247	287	534
		% within Brand switching reasons	46.3%	53.7%	100.0%

From the above table, it is found that 52.2% of Loyal customers are not aware of post paid plans, 51.4% of Unambitious customers are aware of post paid plans and 63.7 of Switchers are using Mobile network services are not aware of post paid plans. This leads to the computation of chi-square statistics as stated in the table below.

Table 5.47

Chi-Square Tests -Awareness Post paid plans

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.061(a)	2	.029
Likelihood Ratio	7.140	2	.028
Linear-by-Linear Association	3.074	1	.080
N of Valid Cases	534		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 57.38.

From the above table, it is found that Pearson chi-square statistics =0.029, p = .028 are statistically significant at 5% level. Therefore it can be concluded that there is a deep association between the Brand switching reasons and the awareness of post paid plans in Mobile network services as the customers using this plan is billed after the fact according to their use of mobile services at the end of each month.

ASSOCIATION BETWEEN BRAND SWITCHING REASONS AND SWITCH OVER TO PREFERABLE BRANDS OTHER THAN MOBILE NETWORK SERVICES

The association between clusters of Brand switching reasons and the number of years using Mobile network services by the customers is verified in the following table.

Table 5.48

Crosstab – Switchover to preferable brands

			Switch of preferable brands					Total
			BSNL	Aircel	Reliance	Tata Docomo	Vodafone	
Brand switching reasons	Loyal customers	Count	62	56	52	36	11	217
		% within Brand switching reasons	28.5%	26.1%	23.7%	16.4%	5.3%	100.0%
	Unambitious customers	Count	48	59	45	25	10	187
		% within Brand switching reasons	25.7%	31.3%	24.0%	13.4%	5.6%	100.0%
	Switchers	Count	33	18	38	36	5	130
		% within Brand switching reasons	25.0%	13.7%	29.8%	27.4%	4.0%	100.0%
Total		Count	143	133	135	97	26	534
		% within Brand switching reasons	26.7%	24.9%	25.3%	18.0%	5.1%	100.0%

From the above table, it is found that 28.5% of Loyal customers prefer to switch over to BSNL brand and 5.3% prefer to switch over to Vodafone in same group.31.3% of Unambitious customers prefer to switch over to Aircel and 29.8% of Switchers prefer to switch over to Reliance brand and 27.4% prefer to switch over to Tata Docomo brand. This leads to the computation of chi-square statistics as stated in the table below.

Table 5.49

Chi-Square Tests– Switchover to preferable brands

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.934(a)	8	.011
Likelihood Ratio	20.284	8	.009
Linear-by-Linear Association	3.383	1	.066
N of Valid Cases	534		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.32.

From the above table, it is found that Pearson chi-square statistics =0.011, p = .009 are statistically significant at 5% level. Therefore it can be concluded that there is a deep association between the Brand switching reasons and switchover to preferable brands by the customers using Mobile network services Customers are valuable assets for any organisation the success of any organisation depends upon the satisfaction of the consumers towards the services rendered and retaining the existing customers from switch over to other brands is important for the service providers.

ASSOCIATION BETWEEN BRAND SWITCHING REASONS AND AVERAGE SPENT ON MOBILE CHARGES

The association between clusters of Brand switching reasons and average spend on mobile charges by the customers is verified in the following table.

Table 5.50**Crosstab – Average spent on mobile charges**

			Average spent on mobile charges					Total
			Below 100	101-200	201-300	301-400	Above 400	
Brand switching reasons	Loyal customers	Count	50	85	57	19	6	217
		% within Brand switching reasons	23.2%	39.1%	26.1%	8.7%	2.9%	100.0%
	Unambitious customers	Count	20	107	38	18	4	187
		% within Brand switching reasons	10.6%	57.5%	20.1%	9.5%	2.2%	100.0%
	Switchers	Count	22	44	44	13	7	130
		% within Brand switching reasons	16.9%	33.9%	33.9%	9.7%	5.6%	100.0%
Total		Count	92	236	139	50	17	534
		% within Brand switching reasons	17.3%	44.3%	25.9%	9.2%	3.3%	100.0%

From the above table, it is found that 39.1% of Loyal customers are using Mobile network services spend Rs.101 to Rs.200, 20.1% of Unambitious customers spend Rs.201 to Rs.300 and 2.2% of the customers in the same group spend above Rs.400. 16.9% of Switchers spend below Rs.100 and 9.7% in the same group spend Rs.301 to Rs.400. This leads to the computation of chi-square statistics as stated in the table below.

Table 5.51**Chi-Square Tests - Average spent on mobile charges**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.402(a)	8	.000
Likelihood Ratio	28.099	8	.000
Linear-by-Linear Association	4.412	1	.036
N of Valid Cases	534		

a 1 cells (6.7%) have expected count less than 5. The minimum expected count is 4.13.

From the above table, it is found that Pearson chi-square statistics =0.000, p = .000 are statistically significant at 5% level. Therefore it can be concluded that there is a deep association between the Brand switching reasons and average amount spend on the mobile charges by the customers using Mobile network services as different customers use their mobiles for different purposes.

ASSOCIATION BETWEEN BRAND SWITCHING REASONS AND MOTIVATION TO CHOOSE THE MOBILE SERVICE PROVIDER

The association between clusters of Brand switching reasons and the persons motivated to choose the mobile service provider is verified in the following table.

Table 5.52

Crosstab – Choosing the service provider

			Choosing the service provider					Total
			Family members	Retailers	Operators	Corporate connections	Friends and peers	
Brand switching reasons	Loyal customers	Count	67	48	77	9	16	217
		% within Brand switching reasons	30.9%	22.2%	35.3%	4.3%	7.2%	100.0%
	Unambitious customers	Count	56	48	49	20	14	187
		% within Brand switching reasons	30.2%	25.7%	26.3%	10.6%	7.3%	100.0%
	Switchers	Count	58	30	21	9	12	130
		% within Brand switching reasons	44.4%	23.4%	16.1%	6.5%	9.7%	100.0%
Total		Count	181	126	147	38	42	534
		% within Brand switching reasons	33.9%	23.7%	27.5%	7.1%	7.8%	100.0%

From the above table, it is found that 30.9% of loyal customers are motivated by their family members to select this brand, 25.7% of Unambitious customers are motivated by retailers and 7.3% of the customers in the same group are motivated by their friends and peers. 16.1% of Switchers are motivated by operators and 6.5% in the same group are motivated by corporate connections. This leads to the computation of chi-square statistics as stated in the table below.

Table 5.53

Chi-Square Tests -Choosing the service provider

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.387(a)	8	.004
Likelihood Ratio	22.591	8	.004
Linear-by-Linear Association	1.772	1	.183
N of Valid Cases	534		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.75.

From the above table, it is found that Pearson chi-square statistics =0.004, p = .004 are statistically significant at 5% level. Therefore it can be concluded that there is a deep association between the Brand switching reasons and choosing the service provider. Since the customers at the time of purchasing their mobiles are recommended by their dear ones.

INFLUENCE OF PERSONAL AND ORGANISATIONAL VARIABLES OF CUSTOMERS USING MOBILE NETWORK SERVICES AND BRAND SWITCHING REASONS

Customers using Mobile network services are influenced by their demographic backgrounds. It is found that gender, age, educational qualification, occupation, Income, marital status are considered as independent variables on the factors of Brand switching reasons of customers using Mobile network services is obtained through the

analysis of variance. It compares the segmentation of various demographic variables and their respective mean values simultaneously.

Influence of gender on the factors of Brand switching reasons and the customer using mobile network services

The present study deals with the gender of customers and the factors Brand switching reasons of Mobile network services derived through factor analysis, a principal component method. The relationship between independent and dependent variables is established through one-way Analysis of Variance (ANOVA) as presented below.

Table 5.54

ANOVA - Gender

		Sum of Squares	df	Mean Square	F	Sig.
Efficient coverage	Between Groups	6.319	1	6.319	20.063	.000
	Within Groups	159.993	532	.315		
	Total	166.311	533			
Customer care	Between Groups	6.740	1	6.740	15.564	.000
	Within Groups	219.985	532	.433		
	Total	226.724	533			
Brand reputation	Between Groups	3.656	1	3.656	9.842	.002
	Within Groups	188.695	532	.371		
	Total	192.351	533			
Affordable price	Between Groups	2.923	1	2.923	6.760	.010
	Within Groups	219.656	532	.432		
	Total	222.579	533			
Brand attachment	Between Groups	4.042	1	4.042	10.433	.001
	Within Groups	196.799	532	.387		
	Total	200.841	533			
Easy usage	Between Groups	19.505	1	19.505	32.677	.000
	Within Groups	303.236	532	.597		
	Total	322.741	533			

From the table it is found that Efficient coverage($F=20.063$), Customer care ($F=15.564$), Brand reputation ($F=9.842$), Affordable price ($F=6.760$), Brand attachment ($F=10.433$) Easy usage ($F=32.677$) differs significantly with respect to gender of the customers using Mobile network services in Kancheepuram District. This leads to mean wise comparison of each segment of gender group.

It can be concluded that the male customers using Mobile network services moderately agreed towards Efficient coverage (mean = 3.89) and Customer care (mean = 3.98) compared to female customers opinions on Efficient coverage (mean=3.62) and Customer care (mean = 3.70). It is further found that the female customers strongly agreed towards Brand reputation (mean = 4.27) and moderately agreed towards brand attachment on the product (mean = 3.96) compared to male mobile network services users concerned to Brand reputation (mean = 4.06) and brand attachment (mean = 3.75). It is further analysed that the males strongly agreed towards the Affordable price (mean = 3.81) and Easy usage(mean = 3.87) compared to female customers concerned to Affordable price (mean = 3.62) and Easy usage (mean = 3.39)

Influence of Age on the factors of Brand switching reasons and the customer using mobile network services

The present study deals with the age of customers and the factors Brand switching reasons of Mobile network services derived through factor analysis, a principal component method. The relationship between independent and dependent variables is established through one-way Analysis of Variance (ANOVA) as presented below.

Table 5.55**ANOVA -Age**

		Sum of Squares	df	Mean Square	F	Sig.
Efficient coverage	Between Groups	13.870	3	4.623	15.346	.000
	Within Groups	152.442	530	.301		
	Total	166.311	533			
Customer care	Between Groups	15.961	3	5.320	12.773	.000
	Within Groups	210.763	530	.417		
	Total	226.724	533			
Brand reputation	Between Groups	1.988	3	.663	1.762	.154
	Within Groups	190.363	530	.376		
	Total	192.351	533			
Affordable price	Between Groups	16.217	3	5.406	13.255	.000
	Within Groups	206.361	530	.408		
	Total	222.579	533			
Brand attachment	Between Groups	2.940	3	.980	2.505	.058
	Within Groups	197.901	530	.391		
	Total	200.841	533			
Easy usage	Between Groups	24.409	3	8.136	13.800	.000
	Within Groups	298.331	530	.590		
	Total	322.741	533			

From the table it is found that Efficient coverage($F=15.346$), Customer care ($F=12.773$), Affordable price ($F=13.255$), Easy usage ($F=13.800$) differs significantly with respect to age of the customers using Mobile network services in Kancheepuram District. This leads to mean wise comparison of each segment of gender group.

It can be concluded that the customers in the age group 31 to 40 years (mean =4.00) strongly agree with the Efficient coverage in Mobile network services compared to customers in the age group below 20 years (mean = 3.53). The customers in the age group 31 to 40years (mean = 4.07) and above 40years (mean = 4.07) strongly agreed towards the Customer care compared to customers in the age group

below 20years (mean = 3.62). The analysis further revealed that customers in the age group 31 to 40 years (mean = 3.91) moderately agreed towards Affordable price compared to customers in the age group below 20 years (mean = 3.40) and the customers above 40 years (mean = 3.94) moderately agree towards Easy usage compared to customers below 20 years (mean = 3.33).

Influence of educational qualification on the factors of Brand switching reasons and the customer using mobile network services

The present study deals with the educational qualification of customers and the factors Brand switching reasons of Mobile network services derived through factor analysis, a principal component method. The relationship between independent and dependent variables is established through one-way Analysis of Variance (ANOVA) as presented below.

Table 5.56

ANOVA-Education

		Sum of Squares	df	Mean Square	F	Sig.
Efficient coverage	Between Groups	7.502	4	1.875	5.964	.000
	Within Groups	158.810	529	.314		
	Total	166.311	533			
Customer care	Between Groups	11.695	4	2.924	6.867	.000
	Within Groups	215.029	529	.426		
	Total	226.724	533			
Brand reputation	Between Groups	.801	4	.200	.528	.715
	Within Groups	191.550	529	.379		
	Total	192.351	533			
Affordable price	Between Groups	10.234	4	2.559	6.085	.000
	Within Groups	212.344	529	.420		
	Total	222.579	533			
Brand attachment	Between Groups	1.228	4	.307	.777	.541
	Within Groups	199.613	529	.395		
	Total	200.841	533			
Easy usage	Between Groups	13.155	4	3.289	5.365	.000
	Within Groups	309.586	529	.613		
	Total	322.741	533			

From the table it is found that Efficient coverage($F=5.964$), Customer care ($F=6.867$), Affordable price ($F=6.085$), Easy usage ($F=5.365$) differs significantly with respect to educational qualification of the customers using Mobile network services in Kancheepuram District. This leads to mean wise comparison of each segment of gender group.

It can be concluded that the customers with post-graduation qualification (mean = 4.02) strongly agree with the Efficient coverage in Mobile network services compared to customers having SSLV qualification (mean = 3.60). The customers having post-graduation qualification (mean = 4.06) strongly agreed with the Customer care compared to customers having SSLC qualification (mean = 3.55). The analysis further revealed that customers having post-graduation qualification (mean = 3.87) moderately agreed towards Affordable price compared to customers having SSLC qualification and other qualifications (mean = 3.41) and the customers with post-graduation qualification (mean = 3.97) moderately agree towards Easy usage compared to customers with SSLC qualification (mean = 3.41).

Influence of occupation on the factors of Brand switching reasons and the customer using mobile network services

The present study deals with the customers having different occupation and the factors Brand switching reasons of Mobile network services derived through factor analysis, a principal component method. The relationship between independent and dependent variables is established through one-way Analysis of Variance (ANOVA) as presented below.

Table 5.57**ANOVA-Occupation**

		Sum of Squares	df	Mean Square	F	Sig.
Efficient coverage	Between Groups	23.159	5	4.632	16.308	.000
	Within Groups	143.152	528	.284		
	Total	166.311	533			
Customer care	Between Groups	36.109	5	7.222	19.095	.000
	Within Groups	190.615	528	.378		
	Total	226.724	533			
Brand reputation	Between Groups	3.847	5	.769	2.057	.069
	Within Groups	188.504	528	.374		
	Total	192.351	533			
Affordable price	Between Groups	30.243	5	6.049	15.850	.000
	Within Groups	192.336	528	.382		
	Total	222.579	533			
Brand attachment	Between Groups	1.009	5	.202	.509	.770
	Within Groups	199.832	528	.396		
	Total	200.841	533			
Easy usage	Between Groups	47.255	5	9.451	17.291	.000
	Within Groups	275.486	528	.547		
	Total	322.741	533			

From the table it is found that Efficient coverage(F=16.308), Customer care (F=19.095), Affordable price (F=15.850), Easy usage (F=17.291) differs significantly with respect to occupation of the customers using Mobile network services in Kancheepuram District. This leads to mean wise comparison of each segment of gender group.

It can be concluded that the customers having professional occupation (mean = 4.01) strongly agree with the Efficient coverage in Mobile network services compared to student customers (mean =3.48). The customers having graduate qualification (mean = 4.15) strongly agreed with the Customer care compared to student customers(mean = 3.50). It is further revealed from the above analyses that the customers with graduate qualification (mean = 3.98) moderately agreed towards

Affordable price compared to those customers who are unemployed (mean = 2.96) and the customers with graduate qualification (mean = 4.00) strongly agree towards Easy usage compared to unemployed customers (mean = 3.32).

Influence of Income on the factors of Brand switching reasons and the customer using mobile network services

The present study deals with the monthly income earned by the customers and the factors Brand switching reasons of Mobile network services derived through factor analysis, a principal component method. The relationship between independent and dependent variables is established through one-way Analysis of Variance (ANOVA) as presented below.

Table 5.58

ANOVA -Income

		Sum of Squares	df	Mean Square	F	Sig.
Efficient coverage	Between Groups	25.893	4	6.473	23.281	.000
	Within Groups	140.418	529	.278		
	Total	166.311	533			
Customer care	Between Groups	36.696	4	9.174	24.380	.000
	Within Groups	190.028	529	.376		
	Total	226.724	533			
Brand reputation	Between Groups	2.024	4	.506	1.342	.253
	Within Groups	190.327	529	.377		
	Total	192.351	533			
Affordable price	Between Groups	24.537	4	6.134	15.642	.000
	Within Groups	198.042	529	.392		
	Total	222.579	533			
Brand attachment	Between Groups	14.615	4	3.654	9.908	.000
	Within Groups	186.226	529	.369		
	Total	200.841	533			
Easy usage	Between Groups	51.068	4	12.767	23.732	.000
	Within Groups	271.673	529	.538		
	Total	322.741	533			

From the table it is found that Efficient coverage($F=23.281$), Customer care ($F=24.380$), Affordable price ($F=15.642$), Brand attachment ($F=9.908$) and Easy usage ($F=23.732$) differs significantly with respect to monthly income earned by the customers using Mobile network services in Kancheepuram District. This leads to mean wise comparison of each segment of gender group.

It can be concluded that the customers earning a monthly income Rs.15001 to Rs.20000 strongly agreed towards Efficient coverage (mean = 4.03) and Customer care (mean = 4.21) compared to customer earning Rs.20000 and above towards Efficient coverage (mean = 3.53) and Customer care(mean = 3.54). It is further found that the customers earning a monthly income Upto Rs.5000 strongly agreed towards Affordable price (mean = 4.01) compared to customers earning other incomes. It is further analysed that the customers earning a monthly income of Rs.50001 to Rs.10000 (mean = 3.56) are less convincible towards brand attachment compared to customers earning a monthly income of Rs.15001 to Res.20000 (mean = 4.09). The analysis also revealed that customers earning a monthly income Rs.10001 to Rs.15000 (mean = 4.09) strongly agreed that Mobile network services are Easy usage compared to customers earning a monthly income of Rs.20000 and above (mean = 3.29).

Influence of Marital status on the factors of Brand switching reasons and the customer using Mobile network services

The present study deals with the marital status of the customers and the factors Brand switching reasons of Mobile network services derived through factor analysis, a principal component method. The relationship between independent and dependent variables is established through one-way Analysis of Variance (ANOVA) as presented below.

Table 5.59**ANOVA –Marital Status**

		Sum of Squares	df	Mean Square	F	Sig.
Efficient coverage	Between Groups	22.657	1	22.657	80.121	.000
	Within Groups	143.654	532	.283		
	Total	166.311	533			
Customer care	Between Groups	23.223	1	23.223	57.970	.000
	Within Groups	203.502	532	.401		
	Total	226.724	533			
Brand reputation	Between Groups	.810	1	.810	2.148	.143
	Within Groups	191.541	532	.377		
	Total	192.351	533			
Affordable price	Between Groups	19.872	1	19.872	49.800	.000
	Within Groups	202.707	532	.399		
	Total	222.579	533			
Brand attachment	Between Groups	1.491	1	1.491	3.800	.052
	Within Groups	199.350	532	.392		
	Total	200.841	533			
Easy usage	Between Groups	25.475	1	25.475	43.535	.000
	Within Groups	297.266	532	.585		
	Total	322.741	533			

From the table it is found that Efficient coverage($F=80.121$), Customer care ($F=57.970$), Affordable price ($F=49.800$) and Easy usage ($F=43.535$) differs significantly with respect to marital status of the customers using Mobile network services in Kancheepuram District. This leads to mean wise comparison of each segment of gender group.

It can be concluded that the married customers strongly agreed towards Customer care(mean = 4.07) compared to unmarried customers (mean = 3.62). It is further found that married customers moderately agreed towards Efficient coverage (mean = 3.98), Affordable price (mean = 3.91) and Easy usage (mean = 3.92)

compared to unmarried customers using Mobile network services concerned to Efficient coverage (mean = 3.53), Affordable price (mean = 3.49) and Easy usage (mean = 3.45).

Therefore in the modern business world, by the development of science and technology, many new brands of mobile network have been introduced in the market every year. A strong brand rings trust, confidence, comfort and reliability in the customer's mind. It can be achieved by creating the positive brand image in customers mind. Understanding how customers arrive at specific brand choice is essential for brand development by the service provider.