Customer switching management is a phrase that applies for expressing the loss of customer due to the various reasons. To be more accurate, customer switching
management means detecting customers that are on the threshold of leaving use of organization services and using the services of rivals (Hadden et al, 2005). Customer retention is one of the critical aspects amidst routine aspects of marketing. Especially when customers of a business reach to their maximum, finding and keeping new customers significantly become difficult and costly. At such point of lifecycle of a business, priority is more on customer retention with old value and prevention of their switching (Bin et al, 2007; Qi, et al, 2006; Wang et al, 2009; Yan et al, 2004). Economic value of customer retention has been studied in some research works.

Keeping the old customers, especially in service markets such as the banking that unlike the goods doesn't have one-time sale, except the costs of customer attraction, bring the opportunity value to bank which means that the suppliers are able to giving extra and new services to the customer during the keeping period and earning more income. For this reason loss of the existing customer not only results in decreasement of the income and imposing new customer attraction to institution but also results in losing potential incomes. The first step in gaining economic advantages is making a model for retention and prevention of losing customers in relationships with customers. Hence many businesses, identifying the main reasons of losing a customer and even probable identification of appearance of this phenomenon prior to its occurrence is so valuable. The business owners by using this information can proceed to detecting and implementing new strategies in contrast with this danger. Even though many businesses are interested in making such a model to solve the problems of their businesses, they can't find an effective way to solve this complex problem that can confuse them for a long time.

Nowadays, understanding and reacting to changes of customer behaviour is an inevitable aspect of surviving in a competitive and mature market (Lariviere and Poel,
service providers are facing the increased competition due to two different reasons:

1) the entrance of new firms in the traditional market, and
2) the wide range of offered products and services to public.

As a consequence, the service industry strives to succeed by putting the topic of rapid and changing customer’s needs to their agenda (Krishnan et al., 1999)\(^7\). The economic value of customer retention is widely recognized in the literature.

- Successful customer retention lowers the need for seeking new and potentially risky customer and allows organizations to focus more accurately on the needs of their existing customers by building relationship (Dawes and Swailes, 1999)\(^8\).

- Long-term customers buy more and, if satisfied may provide new referrals through positive word-of-mouth for the company.

- Long-term customers become less costly to serve due to the service provider’s greater knowledge of the existing customer and to decrease serving costs.

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• They tend to be less sensitive to comparative marketing activities (Ganesh et al., 2000)\(^9\).

• Loosing customers not only leads to opportunity costs because the reduced sales but also to an increased need for attracting new customers which is five to six times more expensive than customer retentions. (Athanassopoulos, 2000)\(^{10}\).

Telecom in India

Telecommunications has evolved as a basic infrastructure like electricity, roads, water etc. and has also emerged as one of the critical components of economic growth required for overall socio economic development of the country. The Indian telecom sector has registered a phenomenal growth during the past few years and has become second largest telephone network in the world, only after China. A series of reform measures by the Government, the wireless technology and active participation by private sector played an important role in the exponential growth of telecom sector in the country. National Telecom Policy-2012 (NTP-2012) has been announced during the current year with the primary objective of maximizing public good by making available

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affordable, reliable and secure telecommunication and broadband services across the entire country.

**Present Status**

The Indian telecom network with 895.51 million telephone connections, including 864.72 million wireless telephone connections, at the end of December 2012 is second largest network in the world after China. Out of this, 338.59 million telephone connections are in rural areas and 556.92 million are in urban areas of the country. There were 24.01 million Internet subscribers including 14.68 million Broadband subscribers at the end of September 2012. The number of Broadband subscribers increased to 14.98 million, end of December 2012.

**Network status during current financial year (2012-13)**

The total number of telephones continued to increase till June 2012 and increased from 951.35 million to 965.52 million during the period April to June 2012. Thereafter, number of telephone connections declined to 895.51 million by the end of December 2012. The decline in telecom user base after June 2012 has been primarily due to the removal of inactive mobile telephone connections by the service providers. The rural telephones have increased from 330.83 million to 343.88 million during the period April to June 2012 and declined thereafter to 338.59 million by the end of December 2012. The urban telephones increased from 620.52 million to 621.65 million
during the period April to June 2012 and then declined to 556.92 million by the end of December 2012.

**Tele-density**

Tele-density, which shows the number of telephones per 100 population, is an important indicator of telecom penetration in the country. Tele-density, which was 78.66% at the end of March 2012, increased to 79.58% by the end of June 2012 and then declined to 73.34% by the end of December 2012. Among the service areas, Tamil Nadu (109.64%) has the highest teledensity followed by Himachal Pradesh (102.76%), Punjab (101.92%), Kerala (100.76%) and Karnataka (91.26%). Among the three metros, Delhi tops with 220.00% tele-density, followed by Mumbai (159.57%) and Kolkata (155.10%). On the other hand, the service areas such as Assam (46.50%), Bihar (46.53%), M.P. (52.23%), U.P. (56.20%), West Bengal (56.85%) and J&K (58.41%) have comparatively low tele-density. There has been slight improvement in the rural tele-density during 2012-13 and it increased from 39.26% at the end of March 2012 to 39.90% at the end of December 2012. However, the urban tele-density decreased from 169.17% to 149.55% during this period.
MARKET PLAYERS

With new players coming in the intensity of competition in the industry has increased, especially over the last four years. The market share of telecom operators of the telecom companies reflects the fragmented nature of the industry, with as many as 15 players. As of April 30, 2012, Bharti telecom led the market with 19.94 per cent share, Reliance (16.58%), Vodafone (16.41%), Idea (12.4%), BSNL (10.51%), Tata (8.77%), Aircel (6.93%) with the remaining share being held by other smaller operators.
Bharti is fat ahead with close 20 per cent market share in India, Reliance (16.58%) and Vodafone (16.41%) are having a close battle. Reliance currently has 154 million subscribers as compared to 152.3 million of Vodafone. Uninor, who is one of the late entrants in Indian Telecom market now has over 45 million subscribers and accounts for close to 5 per cent of Indian mobile market share.

**NEED FOR THE STUDY**

The rapid growth of service industry has changed the conditions of business. As the market growth slows or as the markets become more competitive, firms are more likely to attempt to maintain their market share by focusing on retaining the current customers. Customer retention has been advocated as an easier and more reliable source of superior performance. In the past few years, the mobile telecommunication market has witnessed a substantial growth and a rapid change globally as well as
domestically. Achieving and maintaining a commanding position in such a growing market place is becoming increasingly difficult because of more competition on the one hand and more demanding customers on the other. The customers switching are witnessed very frequent in this mobile telecom sector since the service providers are rendering competitive services to their customers at a competitive price. Hence, the service providers are struggling to maintain their customer base. They realized that the cost of retaining existing customers is lesser than the cost of attracting new customers. Hence the service providers are in a position to examine the rate of switching intention and the causes for switching in order to formulate suitable policies in near future. Hence, the present study has made an attempt to focus on this aspect.

**STATEMENT OF THE PROBLEM**

The customers’ tastes and preferences are consistently changing because of the fast and vast development of information technology in India. The challenges to the service providers in market increase according to the customer base. It is manageable only by creating new circles, new-generation pricing strategy, glitzy and eye catching advertising, developing positive perception about the brand and customer retention and loyalty programmes. The customer base has been extended with the provision of better technology, price and services. Apart from that the market in Indian society is classified into very rich, upper middle class, middle class, lower middle class and very poor. The scope for increasing the customer base is very high in the upper middle, middle and
lower middle class. The required marketing strategy for the above said customer segments are totally different from one another. Hence, the service providers have to evaluate the customers’ perception and expectation from the service providers with regular interval to formulate suitable marketing strategy. Otherwise, the marketing strategy itself can lead to many problems. By nature, the core service offered by the service providers are the same, but may differ in the supplementary services offered to their customers. Hence, the service providers are often facing many problems in formulating their marketing strategy appropriate to the existing environment, keeping in mind to retain their customers.

SIGNIFICANCE OF THE STUDY

The telecommunication services have made a rapid stride both in quality and quantity. However the users at large are found dissatisfied with the quality of services made available to them. The process of technological sophistication has gained momentum but the users are yet to get the quality service. The managerial proficiency is felt essential at different stages of operation. The professional and technocrats have to pave the way to make possible quantitative improvements in the services the domestic, commercial, institutional sectors except world-class services. The managerial experts feel that the service providers in telecommunication need a conceptualized marketing which would improve the quality of services and make way for the generation of profits. The various players in market aim at market applied, innovation-driven, sales-
driven, customer-driven and product-driven strategies to capture the market. They are investing more in customer centers and CRM platforms to expand their customer base. But because of cut-throat competition, the marketing strategies followed by the various service providers require a consistent modification in the mobile phone service market. Hence, the present study focuses on the marketing strategies and practices implemented by the service providers to prevent the customer switching and retain customers with them.

REVIEW OF LITERATURE

Gilles (2007) revealed that the customer switching resistance depends on the type of critical incident which occurs. These critical incidents are service encounters failures, employee responses to service failures and pricing problems.

Gustafsson, et al., (2005) identified that the customers have many opportunities to switch service providers and many events within the established relationship are likely to cause service relationship deterioration and dissolution.

Verhoef et al., (2002) mentioned that the calculative commitment or the awareness of the costs associated with leaving the service providers is closely associated with their switching intention.

Ryals (2005) found that the customers switching behaviour is high when their competitors launch new, better performing products, when they increase their service prices or when they do not completely succeed in a zero defect strategy.

Davond et al., (2012) showed that the effects of procedural justices on switching intentions were stronger than distributive and informational justices. However, the interpersonal justice is not having significant impact on switching intentions.

Kim et al., (2009) identified the significant link between service recovery and switching intention. It shows that the failure in service recovery lead to switching intention among the customers.

Ha and Jang (2009) showed that perceived justice with service recovery affects customers positive behavioral intentions, including word of mouth, and repurchase intentions.


Poon and Low (2005) revealed that the main reason for customers switching is the service failures. It may be related to core service, service encounter, and complaint handling.

Mc Cole (2004) found that service recovery activities can substantially change a consumer’s attitude about moving to a new service provider.

Grace and O’ Cass (2001) stated that due to the negative effect of switching intentions on reduction in market share as well as bottom-line profitability, service organisation are becoming more and more concerned about those customers who close to leave and take their patronage elsewhere.


Scanlan and Mc Pheril (2001)\textsuperscript{21} mentioned that many CEOs of the firms have little insight into the causes of their customers switching behaviour because they do not measure customers defections or know why customers are defecting.

Wirtz and Mattila (2004)\textsuperscript{22} found that recovery actions such as empowerment and compensation can reduce the likelihood of switching service providers.

Don and Bailey (2012)\textsuperscript{23} showed that phone service quality, customers service quality and phone plan quality are three major motivators in terms of causality with regard to brand image, customer service quality and complaint management.

Turel and Serenko (2006)\textsuperscript{24} stated that mobile network operators should seek to improve their measurement of customer perception of core service because customer satisfaction is closely tied to loyalty in the mobile services market.

Wei et al., (2010)\textsuperscript{25} used the decision making trail and evaluation laboratory (DEMATEL) annalistic network process to examine the impact of network on customers


satisfaction and switching. They found that the cost, product quality and customer experience are the important factor leading to customer satisfaction and switching in the mobile service industry.

Fraunholz and Unnithan (2004)\textsuperscript{26} identified that the price was the most identifiable and measurable component of the entire success factor in mobile telecoms.

Russel and Joy (1998)\textsuperscript{27} identified four important evaluation criteria for the customers in financial services. These are dynamic of interactions, service quality, human side and transactions. The implementations of CRM in financial institutions enrich the above said four important factors.

Aihie and Az (2007)\textsuperscript{28} showed that implementing sustainable CRM strategy requires the endorsement by and commitment from top management, systematic cross-functional communication, and mandatory customer loyalty training programmes for all employees.

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Vinita (2013)\textsuperscript{29} found the significant difference among the public and private sector banks regarding their employee behaviour, decision convenience, access convenience and post-benefit convenience.

Muhammad et al., (2012)\textsuperscript{30} revealed that the customer orientation in e-banking is lesser at Pakistan. These are due to insecure transactions, slow speed of internet, high internet rates, low computer literacy rate and low capability to accept new technology.

Sullivan (2010)\textsuperscript{31} found that the banking fraud ultimately affect customer relationship quality and customer loyalty, fraud prevention and its effective communication is an effective way of the establishment of CRM at banks.

Arvid and Birnbrich (2012)\textsuperscript{32} revealed that the quality of customer’s relationships is positively associated with customer loyalty as measured by intentions to continue their relationship with and cross-by other products from the bank.


Guardian (2011)\textsuperscript{33} found that the proactive fraud management is an opportunity for banks to assure the customers trust. It may be a means to retain existing and attract new customers.

Liu and Wu (2007)\textsuperscript{34} stated that service attributes, such as fraud prevention can positively affect relationship continuation and cross-buying. It enhances the relationship quality and improves customer loyalty.

Kumar et al., (2009)\textsuperscript{35} identified that the implement of CRM at commercial banks reduce the cost and increase the profit efficiencies of the banks to a considerable level.

Persson (2011)\textsuperscript{36} mentioned that the effective implementation of CRM at commercial banks is the assets in the retail banking since it creates customer satisfaction and customer loyalty towards the commercial banks.


Buell et al., (2010)\textsuperscript{37} found that the maintenance of customer relationships in banking through self-service channels is either no more satisfied or less satisfied with the service they received with face-to-face service customers.

Gupta and Dev (2012)\textsuperscript{38} analysed the client satisfaction in Indian banks. They found that five factors are driving customer satisfaction. These are service quality, ambience/hygiene, client participation/involvement, accessibility and financial.

Sangwar (2009)\textsuperscript{39} identified that if a satisfied customer has potential to influence and bring in 100 new customers, a dissatisfied customer can potentially influence 1000 customers.

Manrai and Manrai (2007)\textsuperscript{40} revealed that customer dissatisfaction is still the major reason of bank customers switch to other banks. It is caused by lack of access, services, products, prices, image, personal skills, treatment, credibility, responsiveness, waiting time, location, technology and appearance.


Gee et al., (2008)\textsuperscript{41} pointed out that the cost of serving a loyal customer is five or six times less than a new customer.

Nasserzadeh et al., (2008)\textsuperscript{42} mentioned that the dissatisfied customers will not probably switch to a different trend. This will lead to negative advertising.

Choudhury (2008)\textsuperscript{43} explored four dimensions of service quality in Indian retail banking. These are attitude, competence, tangibles and convenience.

Bedi (2010)\textsuperscript{44} revealed the importance of service quality in customer satisfaction. The service quality is related to the speedy transaction processes in retail banking.

Matin (2009)\textsuperscript{45} emphasizes the contribution of stakeholders in decision making. It creates the feeling of responsibility, ownership and more commitment to the organization.


Jelodari (2006)\textsuperscript{46} identified that the highly influencing factor on the customers’ satisfaction in banking is involvement. It includes the implementation of the suggestions/feedback given by the customers in the bank.

Jham and Mohd (2009)\textsuperscript{47} implied that banks should ensure that customer feel comfortable and safe, both physically and mentally, in the banks. Banks will be in danger of disintermediation if they do not develop relations and satisfy the customers.

Inger et al., (2004)\textsuperscript{48} discussed the switching patterns in competitive and non-competitive service industries. They revealed that there are no switching barriers in retail banks. The trigger distributions in banks reflect the switching. Reaction-triggered customers skill value personal service and react strongly if they are forced to use the internet.

Edrandsson and Roos (2003)\textsuperscript{49} used switching path analysis (SPAT) to measure the switching behaviour in retailing, banking, insurance and telecommunications. The

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analysis of the switching path focuses on the trigger, the process and the outcome. The process describes the switching determinant configuration.

Ganesh et al., (2000)\textsuperscript{50} distinguished switching customers of a retail bank in their study based on how satisfied or dissatisfied they were in their current relationships with the switched to banks. One group of switchers had switched because of dissatisfaction, and the other group had switched for other reasons.

Keaveney and Parhevarathy (2001)\textsuperscript{51} confirmed the results of the study that is internet users distinctly differed between switchers and stayers. Given that customers are differently influenced by interpersonal and external information.

Research Gap

Even though, there are so many studies related to switching behaviour among the customers, factors leading to switching, customers churn analysis and customer retention in the service market, only limited studies have been done in the mobile phone service industry. There is no exclusive study on the customers switching behaviour and its antecedents in mobile phone service market at Tamilnadu. Hence, the


The present study has made an attempt to fill up the research gap with the help of the proposed research model.

**Proposed Research Model**

The proposed research model of the study is given below:

**OBJECTIVES OF THE STUDY**

Based on the proposed research model, the objectives of the study are confined

1. to exhibit the profile of the customers;
2. to study the purchase behaviour in the mobile phone service providers’ market;

3. to determine the switching behaviour among the customers;

4. To find out the association between the profile of the customers and their switching behaviour;

5. To measure the antecedents of switching behaviour among the customers; and

6. to study the linkage between the antecedents of switching behaviour and switching intention among the customers.

HYPOTHESIS OF THE STUDY

Based on the objectives of the study the following hypotheses are framed.

1. There is no significant association between the profile of the customers and their switching behaviour and their view on various antecedents of switching behaviour.

2. There is no significant difference among the urban and rural customers regarding their level of switching intention, view on components of switching behaviour and antecedents of switching behaviour; and

3. There is no significant impact of various determination of switching behaviour on the level of switching intention among the customers.
Research Methodology

Research Methodology enlightens the methods to be followed in research works starting from investigation to presentation of research report. The research methodology focuses on the methods to be adopted at various steps in research process. It includes research design, sampling plan, sources of data, collection of data, framework of analysis and limitations.

RESEARCH DESIGN

Research Design is the blue print of the various methods for conducting the research projects. It includes the procedures for obtaining the information needed, the way in which they are processed and the method of presentation of result to solve the research problems. Even though the research designs are many, the present study applied the descriptive research design.

Since the present study has made an attempt to explain the profile of customers, their buying behaviour, switching behaviour and various determinants and antecedents of switching behavior among the customers in cellular service market, it is descriptive in nature. Apart from this, the present study has its own objectives and pre-planned methodology to fulfill the objectives, it is in descriptive nature. Since the study also focuses on the cause and effect relationship between the consumer switching intention
and various antecedents of switching behaviour in cellular market, it is also diagnostic in nature. Hence, the applied research design of the study is descriptive and diagnostic research.

**SAMPLING PLAN OF THE STUDY**

The sampling procedure of the study consists of two important aspects namely determinants of sample size and distribution of sample size.

**a) Determination of Sample Size**

The sample of the present study is determined by the given formula

\[ n = \left[ \frac{Z \sigma}{D} \right]^2 \]

Whereas

- \( n \) - Number of sample size
- \( Z \) - \( Z \) statistics at five per cent level = 1.96
- \( \sigma \) - Standard deviation of variable in pre-test (customer Satisfaction on service provider)
- \( D \) - Accepted Error term (0.05)

In the present study, these are

\[ n = \left[ \frac{1.96 \times 0.5590}{0.05} \right]^2 = 480 \]

Hence, the sample size of the study is 480 customers.
b) Distribution of Sample Size

The sample size of 480 customers was distributed among nine important cities in Tamilnadu, namely Chennai, Madurai, Coimbatore, Trichy, Tirunelveli, Tirupur, Erode, Tuticorin and Vellore which have been selected on the basis of the permission granted by the Service providers and as per the judgment of the researcher and supervisor of the research. Hence the applied sampling procedure of the study is ‘judgment sampling’.

COLLECTION OF DATA

The required data to fulfill the objectives of the study are collected with the help of pre structured interview schedule. The schedule was divided into four important parts. The first part of the schedule covers the profile of the customers and the second part of the schedule includes the buying behaviour in the mobile phone service market. The third part of the schedule includes the switching behaviour and the various components of switching behaviour. The last part of schedule included the various antecedents of switching behaviour among the customers in mobile phone service providers’ market.

The relevant variables in the above mentioned concepts were derived with the help of the study of previous studies. A pilot study was conducted among 50 customers at Madurai City. Based on the feedback from the pre test, certain modifications, additions and deletions were carried out in order to prepare a final schedule to collect the primary data from the customers.
FRAMEWORK OF ANALYSIS

The statistical analysis has been selected and used to process the collected data according to the requirements of the study. The analysis is selected according to the scale of data and the objectives of the study. The included statistical analysis and its application are presented below:

**T-test**

The ‘t’ test is one of parametric tests to analyze the significant difference among the two group of samples. It is applied when the criterion variable is in interval scale (Margundar, 2010). The ‘t’ statistics are calculated by

\[
t = \frac{\overline{x}_1 - \overline{x}_2}{\sqrt{\frac{(n_1 - 1) \sigma_{s_1}^2 + (n_2 - 1) \sigma_{s_2}^2}{n_1 + n_2 - 2} \times \sqrt{\frac{1}{n_1} + \frac{1}{n_2}}}}
\]

This is compared with the degree of freedom of \((n1 + n2 - 2)\).

Whereas \(t = \) ‘t’ statistics

\(\overline{x}_1 \) – mean of the first group of sample

\(\overline{x}_2 \) – mean of the second group of sample

\(n_1\) – number of samples in the first group

\(n_2\) – number of samples in the second group

\(\sigma_{s_1}^2\) – variance in the first sample

\(\sigma_{s_2}^2\) – variance in the second sample

The ‘t’ test has been applied to test the significant difference among the urban and rural customers regarding

i) Their source of information about the service provider,

ii) The variables influencing to choose the service provider,

iii) The factors influencing to choose the service provider,

iv) The variables in the components of switching behavior and

v) The antecedents of the switching behavior,

**Exploratory Factor Analysis**

The factor analysis is used when the researcher wants to narrate the variable into handsome factors and also find the relationship between the variables and narrated factors. It is also called the narration analysis. Whenever the variables related to a particular event are unmanageable or plenty and also in interval scale, the factor analysis has to be executed to narrate these variables into factors (Nalini, 2006). Before applying the factor analysis, the validity of data for factor analysis have to be checked with the help of Kaiser-mayer-ohlin (KMO) measure of sampling adequacy and Bartlett’s test of sphericity. The acceptable KMO measure of sampling adequacy is 0.5, whereas the acceptable level of significance of chi-square value is up to 0.05 per cent level. In the present study, the factor analysis has been executed to identify the

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a) factors influencing the choice of their service provider,
b) the important factors in the components of switching behaviour
c) antecedents for exit and
d) factors leading to customers churn

**Discriminant Analysis (Two Group Model)**

The discriminant analysis is used when the dependent variable is in nominal scale and the independent variable is in interval scale. It is used to identify the important discriminant variable among the two groups formulated in the study (Malhotra, 2003)\(^5^4\). The unstandardized canonical discriminant function was estimated by

\[
Z = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + \ldots + b_nX_n
\]

Whereas

\[
Z = \text{Discriminant criterion}
\]

\[
X_1, X_2, \ldots X_n = \text{Discriminant variables}
\]

\[
b_1, b_2, \ldots b_n = \text{Discriminant coefficients}
\]

The Wilk’s Lambda was calculated as a multi-variant measure of group difference over discriminating variables (Shajahan, 2005)\(^5^5\). The relative discriminating power of the variables was calculated by

\[
I_j = K_j (\bar{X}_{ji} - \bar{X}_{j2})
\]

---


Whereas

\[ I_j \quad = \text{the important value of the } j\text{th variable} \]
\[ K_j \quad = \text{unstandardized discriminant co-efficient for the } j\text{th variable} \]
\[ X_{jk} \quad = \text{mean of the } j\text{th variable for } k\text{th group} \]

The relative importance of a variable \( R_j \) is given by

\[ R_j = \frac{I_j}{\sum_{j=1}^{n} I_j} \]

In the present study, the two group discriminant analysis has been administered to identify the important discriminant factors among the urban and rural customers regarding various aspects related to buying behaviour, switching behaviour and antecedents of switching behaviour in mobile phone service market.

**Confirmatory Factor Analysis (CFA)**

The CFA is one of the multivariate statistical tools which are applied to confirm the extracted variables in the factor by the exploratory factor analysis. It explains the factor in a reliable manner (Segars and Grover, 1997)\(^{56}\). The reliability and validity of variables in each construct developed in the present study are mentioned therein (Fornell and Larcker, 1981)\(^{57}\). The content validity, convergent validity and discriminant validity

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validity have been tested through CFA (Li et al., 2007). In the present study, the CFA has been used to test the reliability and validity of variables in each construct related to various aspects in switching behaviour and antecedents of switching behaviour among the customers in the mobile phone service market.

Multiple Regression Analysis

The multiple regression analysis is one of the multivariate analyses which can be used to measure the impact of independent variables on dependent variable which are measured at interval scale (Huselid 1995; Sels, 2003; Singh, 2004). In the present study, the fitted regression model is:

\[ Y = a + b_1X_1 + b_2X_2 + \ldots + b_nX_n \]

Whereas

\[ Y \quad \text{--- dependent variable} \]

\[ X_1, X_2, \ldots, X_n \quad \text{--- independent variable} \]


The present study is used to evaluate the linkage between various determinants of switching behaviour and the switching intention among the customers in the mobile phone service market.

**One-way Analysis of Variance (ANOVA)**

The one-way analysis of variance is applied when the experimental variable is in interval scale and the number of sampled groups are more than two. The ‘F’ statistics is calculated by

\[
F = \frac{\text{Trss/df}}{\text{Ess/df}} = \frac{\text{Greater variance}}{\text{Smaller variance}}
\]

Compared with F (K-1; N-k) degree of freedom

Whereas

- \(F\) = ‘F’ statistics
- \(N\) = Total number of sample size
- \(K\) = Number of sampled groups
- \(\text{Trss/df}\) = Variance between groups and
- \(\text{Ess/df}\) = Variance within groups
In the present study, the one-way analysis of variance have been used to measure the association between the profile of the customers and their view on switching behaviour and its antecedents.

LIMITATIONS OF THE STUDY

The present study is subjected with the following limitations.

1. The scope of the study is limited to selected districts of tamilnadu only.

2. Even though, the sample size is determined by scientific way, the applied sampling procedure is non probabilistic since the population details are unknown.

3. The included determinants of switching behaviour are customer switching resistance, perceived justice on service failure, customer retention strategies, service quality gap, antecedents for exit and factors leading to customer churn.

4. The variables related to the concepts used in the present study are drawn from the review of previous studies;

5. The included variables in each concept in the present study are measured at five point scale only.

6. There may be personal bias from the customers because the interview schedule was answered only out of their memory.
7. The linear relationship between the dependent and independent variables have been assumed in the application of multiple regression analysis.

8. The unstandardized procedure has been followed to estimate the two group discriminant analysis and

9. The total study is based on the customers’ perception only.

CHAPTERIZATION

The present study is present in six chapters in order to present in neat and clear manner.

The Chapter-I ‘Introduction and Design of the Study’ includes the introduction, need for the study, relevance of study, statement of the problem, review of previous studies, research gap, proposed research model, objectives of the study, hypotheses of the study, methodology, limitations and scheme of the study.

The Chapter-II deals with the definition, meaning, measurements, methods and variables used to measure the concepts in the study namely, factors leading to choose the service provider, customer switching behaviour, determination of customers switching and antecedents of customers switching behaviour in the cellular market.

The Chapter-III ‘Background of the customers and their behaviour in mobile phone service market’ discusses the profile of the customers, variables leading to choose the service provider.
The Chapter-IV explains the various components of customer switching behaviour namely customers’ switching resistance, perceived justice on service failure, customer retention strategies and service quality gaps among the customers as per the view of customers and its association with their profile. The discriminant aspects of components of switching behaviour among the urban customers are also discussed.

The Chapter-V consists of the antecedents of exit, factors leading to customers’ churn and the linkage between the various determinants of switching behaviour on switching intention among the customers in the market.

The Chapter-VI includes the summary of findings, conclusions, policy implications and scope for future research.

CHAPTER–II
CONCEPTUAL FRAMEWORK OF THE STUDY

The conceptual framework of the study explains the measurements, definitions, variables included and measurement procedure adopted to measure the concepts included in the present study. The included concepts in the present study are:

i) variables influencing the choice of the service provider
ii) customer switching behaviour
iii) customer switching resistance
iv) perceived justice on service failure
v) customer retention strategies