

Factors Influencing to Bangladeshi Consumers' Mobile Phone Operators

Choice and Change Behavior

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Abstract

The prime objective of the study is to better understanding of the factors influencing customers' mobile phone operators choice and change behavior as well as to explore the variation in the importance given by different customer groups while choice mobile phone operators. Both primary and secondary data were used and data were collected from 174 respondents by means of a survey method, using self-administered questionnaires distributed to the respondents at the study area irrespective of respondents' socio-demographic characteristics. The study explored that call charge, network coverage, faster internet service and promotional package such as bonus on recharge, cash back on use are the main features that influence consumers' mobile phone operators' choice and switching behavior. The study also found that there are no significant differences between stayers and switchers with respect to influencing factors except factor 1, supplementary services and factor 2, value added services. Both groups gave more importance on service price and connectivity and mobility factors. So, marketing strategies should be designed and executed by the companies to attract and retain their customers by lowest possible price, strong network coverage and faster internet service.

Key words: Mobile phone operators, Choice and change behavior, Digital Bangladesh, Factor analysis

1. Introduction

The new millennium consumer tends to enjoy life. Mobile phones today have moved beyond its fundamental role of communications and have graduated to become an extension of the personality of the user. In recent years, mobile phones communication has become a fundamental part of personal communication across the world and the adoption of mobile phones communication has been exceptionally rapid in many parts of the world. Like other countries in the world, Bangladesh has adopted information and communications technologies (ICTs) as tools for development. In Bangladesh mobile phone companies started to penetrate the market in large quantities after 1997. In that year Bangladesh liberalized its telecom policy by allowing multiple private telecom operators to operate their business in the country. At the same time, operators, especially internet service providers (ISPs) were also allowed to use VSAT (very small aperture terminal) satellite systems for overseas communication, resulting in internet connectivity being opened up in the country. Moreover, the present ruling party currently has a declaration on building a "Digital Bangladesh" by 2021, which shows the government's commitment. In recent years the uses of mobile phones have witnessed tremendous growth in Bangladesh. Recent data show that total number of Mobile Phone subscribers has reached **89.457 million** at the end of **March 2012** in Bangladesh (subscribers' numbers are declared by the mobile operators: BTRC source).

There are six mobile phone operators offering their services to customers in Bangladesh. Grameen Phone Ltd. (GP) owned by Telenor (62%) and Grameen Telecom (38%) is the largest and the fastest growing cellular service provider in Bangladesh. It has 37.633 million subscribers which is **42.07%** of total. Orascom Telecom Bangladesh Limited (Banglalink), the second largest cellular service provider, has 24.741 million subscribers which is **27.65%** of total. It is a wholly owned subsidiary of Orascom Telecom. Robi Axiata Limited (Robi), the 3rd largest cellular service provider in Bangladesh, has 17.664 million subscribers which is **19.74%** of total. The fourth largest cellular service provider in Bangladesh is Airtel Bangladesh Limited (Airtel) which has 6.345 million subscribers, a **6.34%** of total. The other two mobile phone operators in Bangladesh are Pacific Bangladesh Telecom Limited (Citycell), it has 1.786 million subscribers which is **1.78%** of total and Teletalk Bangladesh Ltd. (Teletalk), it has 1.285 million subscribers which is **1.28%** of total market share. Year by year the number of people who are using and owning cellular phone substantially increases in Bangladesh. Contrary to the introduction years of cell phone, today it has been used by almost all age groups, and by both males and females, and the gap between age groups and the gap between males and females with respect to usage/ownership decreases.

Consumer behavior is the study of how individuals, groups, and organizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. Consumers can prefer certain products, brands or companies over others, and to understand the reason behind these choices is exceptionally essential in order to market existing products more effectively than rivals. Mobile phone service markets are one of the most

turbulent market environments today due to increased competition and change. On the other hand, the companies are trying to make profit and even survive in a highly competitive environment. Thus it is of growing concern to look at consumer buying decision process and cast light on the factors that finally determine consumer choices between different mobile operators. Today, it becomes extremely important to learn the factors that are influencing consumers' purchase decisions of mobile phone services. Moreover, it is important to distinguish between buying behavior in choosing among different mobile phone operators and change aspects referring to reasons that affect change. So far we know, there is no depth study has been conducted covering these issues. The present study is an ample step in covering this gap.

2. Objectives of the study

The main objectives of the study are;

- 2.1. To find out the features which influence customers to choose cell phone operators?
- 2.2. To find out the reasons behind the customers switching to other cell phone operators.
- 2.3. To investigate whether there are any differences among consumers groups regarding the factors influencing cell phone operators' choice.

3. Methodology of the study

The study is based on both primary and secondary data. The sample population for this study was composed of people who lived in Sylhet metro area. A non probability convenient sampling technique was used to collect primary data by means of a survey, using self-administered questionnaires distributed to the respondent at study area irrespective of respondents' socio-demographic characteristics. The first part of the questionnaire was constructed with different services of cell phone operators which influence customers' to choose cell phone operators using a scale of 1 to 5 (5 being very important and 1 being not at all important). Second part of the questionnaire consists of services which influence customers to switch other operators using a scale of 1 to 5 (5 being highly influential and 1 being not at all influential). Customers were grouped into; stayers (those who had never switched from previous operator), and switchers (who switched from previous operator because of different reasons). Appropriate statistical analyses such as frequencies, descriptive, analysis of Variance (ANOVA), factor analysis, correlation analysis were used to satisfy the major objectives. The factor analysis was conducted to create correlated variable composites from the total attributes. The researchers collected secondary data from relevant research report and publications, newspapers, books, website and companies manuals.

4. Analysis and Findings of the study: The analysis and discussion of the study are structured from three points of view:

- 4.1. To find out the socio-demographic characteristics of the customers with respect to their group;
- 4.2. To find out the major services which influence customers' choice of cell phone operators and the reasons to switch other operators?
- 4.3. To investigate whether the derived influencing factors varied regarding to different customers' customers group;

4.1. Customers Socio-demographic characteristics and Mobile phone operators use

4.1.1. Frequency distribution of Mobile phone operators according to customers group

Different customers value a product or a firm differently. Therefore, all products are not meant for all customers (Ganesh et al, 2000). Table 1 shows the frequency distribution of cell phone operators and different customers group.

Table 1(**Appendix**) illustrated the frequency distribution of cell phone users by the respondents' category. The respondents were asked to mention which operators' services they used as first brand and which operators' services at present they are using. The result shows that the highest, about 62%, customers used GP at the beginning. Among 109 customers 32 are staying with GP and 77 switched to other operators. The second highest customers used Banglalink at the very beginning, which is about 18.39%. Among them 22 are staying with Banglalink and 10 switched to others. About 8.04 % of customers used Aktel/ Robi among them 9 are staying with existing operator and 5 switched to other operators. In other words, 4.02% of customers used citycell, and Teletalk and 2.87% of customers used Warid/ airtell during the study period.

4.1.2. Frequency distribution of respondents' socio-demographic profile according to customers group

The theory of consumer behavior for a service sector points out that customers' choice behavior, buying behavior and levels of satisfaction are influenced by the customer's background, characteristics and external stimuli. (Fornell C, 1992). Respondents Socio-Demographic Profile according to purpose of use is given in Table 2.

Tables 02 (**Appendix**) provide the respondents' demographic information. Out of a total of 174 respondents listed for analysis, 137 (67.2%) were male and 57 (32.8%) were female. Data were collected from different age group. Large group of respondents were from 19-35 (94.8%) age group, followed by 36-50 (5.2%) age group. Surprisingly, highest (105) 60.3% of the respondents have completed graduation level followed by (57) 32.8% completed post graduation level. In addition, 111 (63.8%) respondents were students, where as 57 (32.8%) respondents answered that they were serviceman, followed by 6 (3.4%) were self employed in different profession at the time of the survey. Respondents listed 75.9% have their income up to Taka 20,000, followed by 15.5 % have income range Taka 20,000-Taka 40,000, 6.9% have 41,000-60,000 Taka per month. The sample distribution provides a clear idea that male, young with graduate education and students are the main users of cell phone.

4.2. Consumers' Cell Phone Operators' Choice Decisions and Influencing Factors

4.2.1. The Features Influencing Consumers' Cell Phone Operators' Choice Decisions

Consumers, who participated to this survey, were given a list of services related with cell phone operators and then they were asked to show how important these features for them while purchasing net work connection of a company. Respondents who found a feature "very important" gave "5" to that item while others who found it "not at all important" gave "1". Table 3 shows the importance means given to the features by customers while choice services of a particular operators.

The table 3 (**Appendix**) shows the value mean and standard deviation (SD), which indicates the degree of importance given by the customers on choosing variables of cell phone operators' services. It was seen in Table 3, Network Coverage, Call charge/ rates to others operators, Call/ SMS/ MMS Charge/ Rates, Per second based pulse and faster internet service have been scored more and which had the following highest mean values 4.93, 4.53, 4.63, 4.41, 4.41 and 4.40 respectively. On the other hand, the lowest importance were given by the customers on the services of News, sports and other update services, and Horoscope, fun, greetings, ring tone services which mean value is 3.14 and 2.47.

4.2.2. The Features Influencing Consumers' Cell Phone Operators' Switching Behavior

Table 4 shows the means score given to the features by customers while they change current one and switch to other brands.

The table 4 (**Appendix**) shows the value of mean, standard deviation (SD) and variance (V), which indicates the degree of importance given by the respondents on switching variables of cell phone operators' services. It was seen in Table 4 low call charge, wide and strong network coverage, and bonus or cash incentive on use and recharge are the main features which influence customers to switch other operators, and which had the following highest mean values 3.96, 3.63, 3.61 respectively. But the less important reason is various entertainment services which mean value is 2.98.

4.2.3. Results of Features Affecting Cell Phone Operators Choice and Change Behavior

The figure shows the summary of important attributes to choose cell phone operators and major reasons to switch others operators from previous operators. Results summary are presented in figure 1

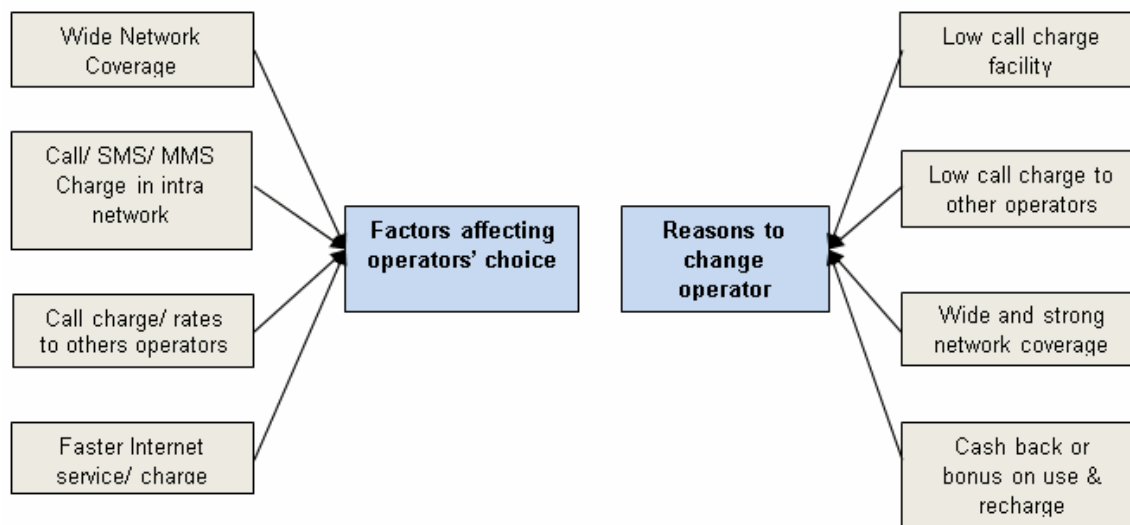


Figure 1: Main Features Affecting Cell Phone Operators Choice and switching

The figure shows that customers give more importance on the strong and wide network coverage, call charge, and faster internet features while choice, select and purchase mobile phone operators service. On the other hand existing customers switch to other operators for getting low call charge, wide and strong network coverage and incentives. Surprisingly, customers switched to other brands when existing operators are failed to trace out customers expectation and also fail to meet up their desired expectation.

4.2.4. Factor Influencing Consumers Cell Phone Operators Choice Decision

After identifying important features to choose and change by the respondents, the authors tried to group them under some factors by Factor Analysis through SPSS 19. In this study, 5 factors are retained only which had values greater than 1.0 of eigenvalue and a factor loading greater than 0.4. The principal components factor method was used to generate the initial solution. The overall significance of the correlation matrix was 0.000, with a Bartlett test of sphericity value of 457.06 with degree of freedom 210. The statistical probability and the test indicated that there was a significant correlation between the variables, and the use of factor analysis was appropriate. The Kaiser-Meyer-Olkin overall measure of sampling adequacy was 0.734, which was meritorious (Hair, Anderson, and Black 1999).

Table 5 illustrates the results of the factor analysis. The eigenvalues suggested that five-factor solution explained 59.53% of the overall variance before the rotation. The Cronbach's alpha coefficients ranged from 0.690 to 0.841 for the five factors. The results were considered more than reliable, since 0.50 is the minimum value for accepting the reliability test (Nunnally, 1967).

Table 5 shows the result of factor analysis of the various of cell phone operators services

Factors	Communalities	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
Factor 1, Supplementary Services						
Group conference facility	.722	.755				
Horoscope, fun, greetings, ring tone services	.711	.741				
Money or balance transferring facility	.648	.708				
CSR practice of the company	.603	.660				
Employers/ Friends/ Relative influence	.430	.580				
News, sports and other update services	.593	.440				
Factor 2, Value Added Services						
Bill pay facility (electricity, gas, telephone)	.780		.726			
High standard customer services	.674		.681			
Help line service (doctor, ticket, others)	.609		.604			
Security, call block, call tracking services	.515		.562			
Factor 3, Promotional Package						
Cash back or bonus on use and recharge	.549			.679		
Access to credit balance	.621			.598		
Per second based pulse	.384			.588		
Easy and convenient recharge facility	.721			.575		
Factor 4, Service Price						
Call/ SMS/ MMS Charge/ Rates	.777				.865	
Call charge/ rates to others operators	.706				.791	
Price of SIM/RIM card	.515				.762	
Factor 5, Mobility and Connectivity						
Faster Internet service	.514					.799
Network Coverage	.229					.691
Roaming and ISD facility and charge	.569					.672
Eigenvalue		5.731	2.028	1.709	1.653	1.381
Variance explained (%)		27.29	9.65	8.13	7.87	6.57
Cumulative variance		27.92	36.94	45.08	52.95	59.53
Reliability coefficient alpha		0.892	0.783	0.758	0.760	0.698
Number of items (total=07)		06	04	03	03	03

Extraction Method: Principal Component Analysis,

Rotation Method: Varimax with Kaiser Normalization

KMO = 0.734, Bartlett's Test of Sphericity: $p = 0.000$ ($x^2 = 457.065$, $df = 210$)

The Factor 1 named as “supplementary services” which consisted of six items namely ‘group conference facility’, ‘horoscope, fun, greetings, ring tone services’, ‘money or balance transferring facility’, ‘CSR practice of the company’, ‘employers/friends/relatives influence’ and ‘news, sports and other update services’. This factor explains 27.29 percent of the variance in the data with an eigenvalue of 5.731, the items associated with this factor deal with the supplementary service which respondents like more ($\alpha = 0.892$).

The Factor 2 is termed as “value added services” accounting for 9.65 percent of the variance with an eigenvalue of 2.028, this factor is loaded with four items. The items are namely ‘bill pay facility (electricity, gas, telephone)’,

'high standard customer services', 'help line services (doctor, tickets, others)', and 'security, call block, call tracking services'. ($\alpha = 0.783$)

Factor 3 was termed as "promotional package" ($\alpha = 0.758$), explained the variance of 8.13% with an eigenvalue of 1.709, and it contained three items including 'cash bank or bonus on use and recharge', 'access to credit balance', and 'per second based pulse'.

Factor 4 named as "service price" accounted for 7.87% of the variance, with an eigenvalue of 1.653, and a reliability of .760. This factor was loaded with three attributes that referred to service price. The three attributes are "call/SMS/MMS charge/rate", "call charge/rate to other operators", and "price of SIM/RIM card".

Factor 5 was named as "Mobility and Connectivity" consisting of three items namely 'faster internet service', 'network coverage' and 'roaming and ISD facility and charge'. This factor accounts for 6.57 percent of the variance with an eigenvalue of 1.381 and reliability alpha is 0.698.

4.3. Differences between consumers groups and influencing factors

4.3.1. Differences among consumers groups regarding the factors influencing cell phone operators' choice.

After determining the factors influencing cell phone operators choice decisions of consumers, in this study One way Analysis of variance (ANOVA) has been used to investigate whether there are differences among stayers and switchers regarding the influencing factors. Table 6 shows ANOVA results for differences among two consumer groups regarding to choice decision factors.

In the table 6, (**Appendix**) ANOVA result revealed that only "supplementary services" factor shows a significant difference between two groups with an F value of 17.22 and a significance value of 0.000. Table 6 illustrates that both groups of consumers did not show significant differences from each other, except the "supplementary services", with respect to the factors that are influencing their cell phone operator choice decisions at the significance level of 0.05.

4.3.2. Differences in Consumer Groups about Importance of cell phone choice factors

After identifying the significance difference among the two consumer groups regarding influencing factors, present study find out how these factors much differ among the consumers group. The mean importance scores for two groups of consumers with respect to factors influencing cell phone purchase decisions are presented in Table 7.

Table 7 (**Appendix**) shows the mean importance scores for stayers and switchers with respect to factors influencing cell phone operators' choice decisions. According to this table, switchers gave most importance ($M=3.64$) to "supplementary services" when compared to stayers ($M=2.93$). In addition, this factor has the lowest mean score ($M=3.47$) across both groups of consumers. On the other hand, "call charge" has the highest mean score for both consumer groups (stayers: $M=4.25$, switchers: $M=4.45$) which means that stayers and switchers customers both gave the highest importance to this factor among all factors, and the both groups did not show any significant difference with respect to call charge. Moreover, the second most important factor was found to be "mobility and connectivity" for both groups of consumers.

5. Summary of findings and Managerial implications

- The telecommunication services in Bangladesh have witnessed the phenomenal change over the last few years. The craze for mobile services in Bangladesh is increasing substantially. Keeping the high consumers demand into consideration, many local and multinational companies have launched their services in the market. Mobile communication technology has brought tremendous change in day-to-day activities of common people to entrepreneurs in Bangladesh. Contrary to the introduction years of mobile phone, today it has been used by almost all age groups, and by both males and females, and the gap between age groups and the gap between males and females with respect to mobile phone usage/ownership has been decreased. Rapid growth of customers makes the market more vulnerable and turbulent. Companies are trying to make profit and even survive in a highly competitive environment. So, it becomes extremely important to learn customers' desired expectation and the factors that are influencing consumers' purchase decisions.
- The study found that GP is the leader service provider company with 62.6% market share followed by Banglalink 18.39%, Aktel/Robi 8.07%, City cell and Teletalk 4.02% each and Warid/Airtel 2.87%. About 48% customers are staying with the existing brand and about 52% are switched to other brands. The staying rate is high for Banglalink and low for GP. On the other hand, switching rate is high for Gp and low for

Banglalink, though GP is the market leader in this market and Banglalink is market challenger. So, as the nearest competitor Banglalink's and other companies' switching rate are comparatively low than GP.

Therefore, differentiated marketing strategies should be stressed and executed by the companies to retain their existing customers by effective market segmentation and service development.

- In this study, it has been found that both customer groups, stayers and switchers, give more importance on the strong and wide network coverage, call charge, and faster internet features while choice, select and purchase mobile phone operators' services. On the other hand, existing customers switch to other operators for getting low call charge, wide and strong network coverage and incentives. Surprisingly, features affecting to choice and cause behind switching to other operators are somewhat similar. So, marketer of this service should emphasize on the explored features to attract new customers and retain old customers as well as to increase market share.
- It has also been found that there are five factors which influence consumers' cell phone operators' choice decisions those are supplementary services, value added services, promotional packages, service price and mobility and connectivity. The factor result shows that customers' choice varies on only one factor which is "supplementary services" but the importance score of this factor is low. Switchers gave more importance on factor 1 compared to stayers. Additionally, it is found that both groups did not show any significant difference on other factors with respect to choice cell phone operators. Moreover, both groups, stayers and switchers, gave highest importance on factor 4, "service charge" which has the highest mean score to this factor among all factors, and the both groups did not show any significant difference with respect to service charge. The second most important factor was found to be "mobility and connectivity" for both group of consumers. So it is clear that customers of cell phone operators' service, both stayers and switchers, give more importance on service charge factor than other factor while choose and change their service operator. From the managerial perspective, the findings of this study imply that it is not necessary to consider different factors for marketer to attract new customers and retain old customers. The companies that wish to target these groups must strengthen their brand equity besides providing low call charge by means of greater value and improving mobility and connectivity service such as strong network coverage, faster internet facility features. Moreover, the companies may design their communication messages according to the factors considered as the most important by a definite customer groups.

6. Conclusions

Mobile communication technology has brought tremendous change in day-to-day activities of common people to entrepreneurs in Bangladesh. Bangladesh has adopted information and communications technologies (ICTs) as tools for development. At present there are six mobile phone operators are providing mobile phone network services. The objective of the study was to better understanding of the factors influencing customers' mobile phone operators choice and change behavior as well as to explore the variation in the importance given by different customer groups while choose mobile phone operators. The study found that both customer groups, stayers and switchers, give more importance on the strong and wide network coverage, call charge, and faster internet features while choice, select and purchase mobile phone operators' services. It was also found features affecting to choice and cause behind switching to other operators are somewhat similar. So, service providers should emphasize on the explored features to attract new customers and retain old customers as well as to increase market share. The study showed that operators' choice varies somewhat based on customers' socio-demographic characteristics. Thus, the companies that wish to target particular groups must strengthen their brand equity besides providing low call charge by means of greater value and improving mobility and connectivity service such as strong network coverage, faster internet facility features.

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Appendix

Table-1: Mobile phone operators according to customers group

Operators Name	Customers Group		Grand Total	Percent (%) Total
	Stayers	Switchers		
Grameen Phone (GP)	32	77	109	62.64
Bangla Link	22	10	32	18.39
Aktel/ Robi	09	05	14	8.07
City cell	06	01	7	4.02
Teletalk	06	01	07	4.02
Warid/ Airtel	03	02	05	2.87
Total	78	96	174	100
Percentage (%)	44.8	55.2	100	----

Table 2: Respondents' socio-demographic profile

Descriptions	N	(%)	Descriptions	N	(%)
Respondents' Gender			Respondents' Occupation		
Male	137	67.2	Student	111	63.8
Female	57	32.8	Service	57	32.8
Total	174	100	Business	6	3.4
			Total	174	100
Respondents' Age					
19-35	165	94.8	Monthly Income		
36-50	9	5.2	Up to 20000	132	75.9
Total	174	100	20000-40000	27	15.5
			40000-60000	12	6.9
Respondents' Education			Above 60000	3	1.7
Up to SSC	12	6.9	Total	174	100
Up to Graduation	105	60.3			

Post Graduation	57	32.8			
Total	174	100			

Table 3: Features Influencing Consumers' Cell Phone Operators' Choice

Variables	Statistics		
	N	Mean	SD
Network Coverage	174	4.93	.256
Call charge/ rates to others operators	174	4.53	.799
Call/ SMS/ MMS Charge/ Rates intra network	174	4.41	.676
Faster Internet service/ charge	174	4.41	.795
Per second based pulse	173	4.40	.897
High standard customer services	174	4.22	1.009
Access to credit balance/recharge facility	174	4.05	.907
Security, call block, call tracking services	174	3.95	.999
Easy and convenient recharge facility	174	3.95	.963
Roaming and ISD facility and charge	174	3.90	.892
Help line service (doctor, ticket, others)	174	3.69	1.127
Bill pay facility (electricity, gas, telephone)	174	3.66	1.018
CSR practice of the company	170	3.52	1.128
Money or balance transferring facility	174	3.52	1.013
High promotional program	174	3.50	.996
Cash back or bonus on use and recharge	174	3.48	.978
Employers/ Friends/ Relative influence	174	3.38	1.152
Price of SIM/RIM card	174	3.38	1.073
Group conference facility	174	3.34	1.178
News, sports and other update services	174	3.14	1.017
Horoscope, fun, greetings, ring tone services	174	2.47	.941

[Response range 5 (very important) to 1 (not at all important), SD- Standard Deviation]

Table 4: Features Influencing Consumers' Cell Phone Operators' change

Variables	Statistics		
	N	Mean	SD
Low call charge facility in intra network	96	3.96	1.744
Low call charge to other operators	96	3.94	1.625
Wide and strong network coverage	96	3.63	1.523
Cash back or bonus on use and recharge	96	3.61	1.511
Per second based pulse facility	96	3.55	1.542
Faster Internet service	96	3.47	1.569
Low price of SIM/RIM card	96	3.45	1.515
Money/ balance transferring facility	96	3.37	1.537
Access to credit balance/recharge facility	96	3.31	1.530
Roaming and ISD facility	96	3.27	1.538
Help line service (doctors, ticket collection)	96	3.16	1.434
Group conference facility	96	3.16	1.463
News, sports and other update services	96	3.14	1.414
Security, call block, call tracking facility	96	3.10	1.461
Bill pay facility (electricity, gas, telephone)	96	3.08	1.579
Employers/ Friends/ Relative influence	96	3.02	1.480
Various entertainment service facility	96	2.98	1.362

[Response range 5 (Highly influential) to 1 (not at all influential), SD- Standard Deviation]

Table 6: Result by customers' category

Variables		Sum of Squares	df	Mean Square	F	Sig.
Supplementary Services	Between Groups	5.272	1	5.272	17.229	.000**
	Within Groups	17.136	172	.306		
	Total	22.408	173			
Value Added Services	Between Groups	1.777	1	1.777	3.503	.066*
	Within Groups	28.416	172	.507		
	Total	30.194	173			
Promotional Package	Between Groups	.166	1	.166	.384	.538
	Within Groups	24.219	172	.432		
	Total	24.385	173			
Service Price	Between Groups	.444	1	.444	.759	.387
	Within Groups	32.784	172	.585		
	Total	33.228	173			
Mobility and Connectivity	Between Groups	.314	1	.314	.740	.393
	Within Groups	23.789	172	.425		
	Total	24.103	173			

Note: Significance level * $p < 0.05$

Table 7: Mean difference result by customers' category

Factors	Customers Group	N	Mean	Std. Deviation	Std. Error
Supplementary Services	Stayer	78	2.93750	.723490	.193361
	Switcher	96	3.64205	.490158	.073894
	Total	174	3.47198	.626989	.082328
Value Added Services	Stayer	78	3.70000	.759555	.202999
	Switcher	96	4.10909	.697443	.105144
	Total	174	4.01034	.727816	.095567
Promotional Package	Stayer	78	3.62500	.569666	.152250
	Switcher	96	3.75000	.681994	.102815
	Total	174	3.71983	.654066	.085883
Service Price	Stayer	78	4.25000	.871559	.232934
	Switcher	96	4.45455	.729911	.110038
	Total	174	4.40517	.763515	.100254
Mobility and Connectivity	Stayer	78	4.28571	.544705	.145578
	Switcher	96	4.11364	.680831	.102639
	Total	174	4.15517	.650283	.085386