Factors Influencing the Customer’s Satisfaction and Switching Behavior in Cellular Services of Pakistan

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ABSTRACT

The research aimed to find the reasons behind the customer’s switching behavior in cellular services sector of Pakistan. To conduct the research, we surveyed 480 respondents across the different regions of the country. The survey was based on a self-administered questionnaire. Respondents were selected on convenience basis. After examining the collected results, we inferred that the customer retention is highly depending on Call and SMS rates and then on network service, network coverage and customer service. Using logistic regression and likelihood ratio it is concluded that proposed variables have a significant relationship with the switching. Companies should focus on these factors to retain their current customers and make them loyal enough that they could have a long retention period with the company.

Keywords: Customer Satisfaction, Customer Service, Switching Behavior, Network Coverage, Network Service,

1. INTRODUCTION

It is important to gather basic information about the switching process to understand why customers switch from one brand to another. Recognizing the shift pattern of the client may be most useful for creating stable relationships with customers (current as well as prospective) in future. Any action of the company or service provider which initially forces the customer or client to think about switching is called the trigger. According to Roos et al. (2004) there are three different types of switches: situational, influential and reactionary. Situational switching changes the environment of customers, such as life situation and demographic changes. In situations where competitive forces are driving factors, referred as influential ones. This may be a situation where a competitor is trying to increase their market share. Reaction switches are those which normally have less or no direct connection with the incident that occurred between supplier and customer.

Customer satisfaction is totally concerned with the services provided to and perceived by the customers, if there is high matching between perceived and provided services than customer satisfaction level is very high that directly leads to high customer loyalty for cellular service provider (CSP) and vice versa. Benefits for a company from a high customer satisfaction level include high market share, increased customer loyalty, lower customer switching, high customer price tolerance, and reduced marketing cost (Fornell, 1992). How a company could create a high level of customer satisfaction in cellular industry? There are many determinants like price, call quality, perceptions, values, network coverage, and network availability. All these mentioned determinants
are secondary ones. Major and primary factors are based on the customer’s personal perceptions (Zeithaml & Bitner, 1996).

Structure of the telecom market has been changed since few years. Going few years back there was a traditional monopolistic environment in the market but now there is keen competition between the companies. Every company is trying to formulate the customer oriented strategies, to achieve high customer retention and attracting new customers. Companies have to create value using new customer driven business strategies to increase productivity and profitability in service business; (Grönroos, 2000). To use customer’s perceptions based view of quality and to increase service development and improvements, companies should learn from the customer complaints and switching behavior.

Following are the widely cited factors behind the switching process:

1.1. Perceived Quality

Perceived quality depends upon the blend of past experience, word of mouth and the future anticipation of quality of the cellular service. Every cellular user requires best quality accordingly. Since companies are going on continuous improvement in quality through latest technology, installing costly equipments, trying to improve call clarity and coverage, according to customer perception (Kim et al, 2004). But still there are lots of differences between perceived quality and actual quality provided by the cellular service provider because of some technical issues or lack of knowledge about area, people or customer requirements.

For users as well as cellular service providers (CSP) it is necessary to know the relationships between objective and subjective application quality of service and network quality in order to identify technical reasons for user-perceived quality problems (Information Society Technologies (IST), 2005). As both players of the game get familiar with the limitations and obstacles of the cellular services, it is easy to build a strong relationship between them that compels customers to be loyal with the entire service. Improved quality of service can lead to improved customer perceptions of the brand’s quality (Zhao & Hu, 2002).

1.2. Perceived Value

Perceived value is related to the price dimensions of cellular services. Since all the businesses in the world are done for profit so investment in cellular industry is also for some benefit in terms of profits. In order to fulfill the basic and expected customer value companies do not have to put so much effort into what they are doing (Gunnar & Malin, 2006).

CSPs have to increase the switching cost in order to increase lifetime customer value and customer retention by implementing relationship-oriented marketing strategies (Hankel et al, 2006). Since everyone in the world is seeking his/her benefits so customers are also expecting benefits in terms of values. An intention to adopt or reject a cellular service appears to be determined to a greater extent by perceived benefits than by perceived barriers (Ancker et al, 2003). As the companies give high value to customers in terms of charges than satisfaction level gets high that leads to customer loyalty.

1.3. Perceived Expectations

Perceived expectations are the desired factors of services accordingly. All CSPs are striving to capture maximum market share and do not want to lose. The cellular service users expect CSPs will meet their requirements accurately (Turel & Serenko, 2004). Since in Pakistan new cellular services are coming into action in market as well as existing companies are introducing different packages, so customers have high level of expectations either with new services or packages. New mobile services are seldom perceived as superior to existing alternatives (Heinonen & Andersson, 2003). If customer expectations are low with CSPs then customers may be inclined to consider switching more frequently (Lin, 2002).

Most of the authors are of the view that there must be market research and building relationship strategies to meet high level of customer expectations. It is needed to concentrate on building trust in mobile sites with structural assurance. Since latest technologies are being utilized by the CSPs but there is still need for improvement in order to handle and meet with the high level of customer expectations that directly leads to high customer satisfaction. If companies handle service, complaints, and value with the customers in focus, their expectations can be exceeds.
1.4. Customer Satisfaction

Customer satisfaction is the degree of fulfillment of perceived expectations and the actual services provided by the CSPs. Heavy investments are made to maximize level of customer satisfaction but only this step cannot lead to increased levels of customer satisfaction. Additional (Value-added) services offered by CSPs can boost the level of satisfaction, loyalty, and revenues; Henkel et al, (2006).

1.5. Price Tolerance

Price tolerance is the degree to which a customer can bear the price of using cellular service according to level of satisfaction. Since there is huge investment in cellular industry so there must be some charges for using cellular services. Cellular service charges depend on many factors like technology, services, maintenance and taxes etc; users are willing to pay certain amount of money for using cellular services, and service providers want a profit from their share. In order to increase the share, the call rate and connection fee should be reduced (Parvez, 2005) or should be put adjusted according to customer mental accounts terms (Pirc, 2005). As the customers are satisfied with their current service so they are willing to pay substantial charges to CSP but customers tend to switch not only because the price is high, but also when price increase is deemed unfair (Sindhu, 2002).

1.6. Repurchase Likelihood

Repurchase likelihood refers to the intention of customer to purchase the same services again and again as per required. Since a highly satisfied customer is best marketing tool for any organization so highly satisfied customers result in more positive word of mouth and repurchase intentions. High customer satisfaction level increases the repurchase likelihood of the customer and reduces the customer churn (Henkel et al, 2006; Turel & Serenko, 2004).

2. INTRODUCTION OF PAKISTAN’S CELLULAR SERVICES SECTOR

During the recent years, Pakistan has evolved itself as a cellular based nation providing mobile services to the majority of its cities. Until 2004, there were four cellular service providers (Mobilink, Ufone, Insta, and Paktel). Now there is more competition between these service and their qualities after the entry of these companies (Telenor and Warid) in the telecommunication industry the industry has totally malformed. Although the number of cellular service users has been increased rapidly but the important thing is that “the cellular service users are switching from one service provider to the other more frequently than ever before. But now after 2004, Government of Pakistan is taking too much interest in its poverty reduction strategy and professed as priority area. And there is no doubt that this sector has incredible prospective for investment and growth and also large un-tapped market. There are many steps which have been taken to uplift this sector from last many years. Moreover, the permission of two new cellular licenses will also increase competition which ultimately leads towards increase in quality and customer satisfaction.

The major change we can observe is the elimination of exclusivity of PTCL for basic telephone facility and more licenses have been given to private sector. PTA not only gave new licenses but it embellishment the existing businesses in the telecom sector.

First quarter of the year 2009 turned out to be exhilarating especially for mobile users and operators and in 2010 the growth rates were faster. Introduction of new tariff packages and value added services by the mobile operator shave strengthened competition in the market whereby people at large are experiencing benefits of a competitive market.

Due to this all the service providers are facing the problems of not only attracting new customer but also retaining the resisting one. This factor is forcing the companies to spend more and more on the marketing and promotion budgets including new packages and reduction of the service charges. That is way their cost is becoming too much high to remain competent in this situation but still most of the service provider are not able to prevent the customers from switching from their services.

- Industry in general is moving towards segmentation where specific user groups are coming up.
- Total number of mobile subscribers reached more than 100 million in 2010 who were 93 million in 2009.
A record 9.34 million subscribers were added to total subscriber base of Pakistan in August 2010, which is the highest ever addition made in one month.

- Share of Warid Telecom has increased from 4% to 12% whereby Mobilink have lost their share in the market from 50% to 42% and 4% to 1% respectively.
- There is an addition of about 1 million subscribers every month from the last year.
- Average Revenue per user (ARPU) of Pakistan Mobile Industry for the year 2010 (Calendar Year) has dropped from US$ 2.83 per month in 2009 to US$ 2.66 in 2010.
- More than 10,000 cell sites have been erected by mobile operators till 2010.

2.1. Mobilink

Pakistan Mobile Communications Limited, better known as Mobilink GSM is known, is a provider of telecommunication services in Pakistan. The company is the largest mobile operator in Pakistan, 31.5 million customers and a market share of 31% in October 2010.

The main head office is situated at Kohistan road, F-8 Markaz Islamabad. Mobilink after the merger of the programs operating under the brand name, indigo, sold and paid to talk about “jazz”. Mobilink began in 1994 as the first GSM service in Pakistan, Motorola Inc., later sold to Orascom, Egypt on an international basis.

In addition to the diversification of mobile phone operator Orascom Group's portfolio, through the creation of new businesses and grow through acquisitions. Recently it started the using DSL broadband Link.Net subsidiaries. In addition, the company also launched its first broadband service using WiMAX wireless technology for life in the name of MobiLink infinite. This technology is supported by Alcatel and Zyxel equipment at the customer uses.

It works in parallel with MobiLink, the Orascom group of TWA (Trans World Associates), the undersea fiber optic cable from Karachi to Fujairah, June'10 UAE.Till company’s listed two links to the R-tune; it invests Rs.3.2 billion and billions of sixth.

2.2. Ufone

PTML, 100% of PTCL has been created to serve cellular GSM 900 mobile phone services; company started its activities under the brand name Ufone Islamabad January 29, 2001. Ufone invests a large amount for the expansion of coverage and new towns and roads of their network coverage. Ufone currently contains more than 100 major cities and highways throughout Pakistan, the best customer service and value for money.

2.3. Warid Telecom

Warid Telecom International Abu Dhabi Company offers mobile services in the Congo, Pakistan and Uganda. Warid is that the Ivory Coast and Georgia soon to expect. In 2004, Warid Telecom International LLC, has purchased licenses to conduct a national network phone (WLL) and long distance international (LDI) for $ 291 million, as the first company of Warid Telecom International LLC.

Warid Poland has launched the service in May 2005. The statements in 80 days after the premiere of Warid Pakistan, has attracted more than 1 million users.

On June 30, 2007 has announced that Singapore Telecommunications Limited (SingTel) and Warid Telecom are the final agreement after the acquisition of 30 cents for Warid Telecom, SingTel in about $ 758 million - an offer that is worth the value of 2,900 million dollars. Warid Pakistan intends to offer both postpaid and prepaid service. Post-paid plan is branded and sold under the name Zahi postpaid in the country, which means leader or royalty. Segment pre-paid and marketed as Zem prepaid.

User-ZahiZem prepaid and postpaid services use a variety of value-added services (VAS), such as SMS, MMS, GPRS, 64K SIM, Dual SIM products, the company advertising for the SMS packages and many other features.

2.4. Telenor

Telenor Group, a telecommunications company in Norway, near Oslo, based in Fornebu. Today, Telenor Group is an international operator of cellular communication, based mainly in Scandinavia, Eastern Europe and Asia,
working mainly for the brand of Telenor. Today, it is the sixth mobile operator in the world with more than 203 million subscribers. It also has a rich and broadband television distribution in four Nordic countries and 10 years of research and industry for a machine to machine technology.

Telenor Pakistan is wholly-owned operations on March 15 began in 2005 and is one of six mobile telephony license in Pakistan. It also the fastest network of cell growth in Pakistan - this can be attributed to aggressive marketing and advertising campaign. Telenor currently holds the second GSM and GPRS and EDGE, as well as Portugal, which competes with Ufone. With the recent launch of a national EDGE network enabled. This is the third largest retailer in Pakistan within two years of their activities and put into operation in the northern regions of Pakistan and Azad Kashmir (AK). Telenor has achieved a balance in the first quarter of 2007. Telenor is an active humanitarian and fights for the sake of the victims of the floods in Balochistan. Former President of Telenor Pakistan is Christian Albech.

2.5. **Zong**

Zong is the first international brand of China Mobile in Pakistan in 2008, at the end of year. The company is often cited as China Mobile (Pakistan). Zong CSR activities to support scholarships for students at the University of Technology (Peshawar) and entertainment to the world of dreams, the option for the perception of the emotional family ties.

2.6. **Paktel**

Paktel Mobile is a company that has started and finished in mobile telephony in Pakistan. Since then, our customers and Paktel long way in the Pakistanis came the way of communication. From simple one-to-one voice communication, customers can now Short Messaging Service (SMS), MMS, polyphonic ring tones, conference calling, call transfer and many other interesting services.

2.7. **Instaphone**

Instaphone introduced to Pakistan mobile in 1991. Today; name is synonymous with high quality for the money. Its product portfolio includes a variety of plans tailored to different market segments. Instaphone has a range of revolutionary glory on the network continues to grow to 185 cities and a pioneer in customer-friendly initiatives, such as prepaid plans, the caller pays, low-end prepaid cards, 12 months free entry, inbound roaming services, SMS and international SMS.

3. **LITERATURE REVIEW**

Roos & Gustafsson, (2007) argued that there are two different terms to describe customers during the switching process; active and passive customers. The active customer switching is the customers that are actively searching for other options. They have made a choice to switch and are comparing options. These customers often contact the new provider themselves and are aware of what they want. There is a tendency to higher knowledge of the product and these customers know what applicants to compare. Passive switchers on the other hand are customers who get influenced by a third party and may not be aware that switching could be an option. This does not necessarily mean that they did not want to switch, often these customers have the intention to switch and are just waiting for the right moment.

Dijksterhuis and Olden, (2006) argues that the conscious decision making often leads to worst decisions and unconsciously superior decision are made. The conscious thought can assess the importance of aspects of different alternatives suboptimal, while the unconscious decision is more rational. They conclude that customers can make good, rational decisions, which may result from customers thinking more unconsciously than researchers acknowledge them to do. If customers would think consciously more often the rational decision and therewith their behavior would not occur so often and therefore not be so predictable for researchers.

Engel et al., (1995) Price has always been one of the most important valuation criteria. The choice of product or service depending on the price is a criterion that has been heavily evaluated. Within the Telecommunication business studies have shown that customers are sensitive to the price, and often they get tempted by lower prices from the competitors. The temptation might occur while being exposed to marketing campaigns.

Dijksterhuis and Nordgren, (2006) asserts that unconscious is able to process more information, faster and better than the conscious is. A solution could be that companies provide their customers with even more information,
data and facts the unconscious would be processing and be making the rational choice for the customer; even if that would seem to be an overload of information in the marketing world. If the unconscious is provided with much information about the service and if the unconscious approve of the relationship which is not measurable then it would be possible that occurring incidents in the relationship between customer and service provider occur.

Keaveney, (1995) made his research in customer switching behavior in service industry. He gives the view that the customer switching behavior damages the market share and the profitability. He identified the following hierarchical reasons for switching.

- Price
- Inconvenience
- Core Service Failures
- Core Service Failures
- Employee Responses to Service Failure
- Attraction by Competitors
- Involuntary Switching and Seldom-Mentioned Incidents

Customers also switch due to core service failure. It is the largest reason due to which customer switches from one company to another. It includes three subcategories: (1) mistakes, (2) billing errors, and (3) service catastrophes. Service Encounter refers to the personal interaction between customers and employees of service providers. It is the second largest category due to which customer switches from one company to another. It includes the some aspect of service employee’s behaviors and their attitude. It includes (1) uncaring, (2) impolite, (3) unresponsive or (4) unknowledgeable employees.

Jahanzaib & Jabeen, (2007) said that the switching of mobile phone users depends on the following factors:

- Price
- Voice Quality
- Network coverage

They surveyed about 100 respondents, out of which 50 were Telenor users and 50 were Ufone user. They revealed the use of mobile phone providers is highly dependent on the price of their call and SMS charges and then it depends on the voice quality and the network coverage the company is providing. They said that the Ufone has adopted a better policy to retain its customers by lowering its call rates as compared to other companies and Telenor.

4. RESEARCH METHODOLOGY

In this research, qualitative research design is used because it includes the questionnaires that can be answered through observation, participation, interviewing and analyses. The advantage of the qualitative research design is to produce detailed information.

4.1. Variables

Total four variables are involved: one dependent and three independent. These variables are derived from an examination of the theoretical and empirical researches relating to customer switching behavior.

Customer Switching Behavior (Dependent)
The switching behavior of the customer is an important issue for the cellular services providing companies in Pakistan. There are various issues regarding the customer behavior including the Keaveney’s categories.

Independent variables:

Cost (Independent)
The "cost" category included all critical switching behaviors that involved prices, rates, fees, charges, surcharges, service charges, penalties, price deals, coupons or price promotions.

Inconvenience (Independent)
The "inconvenience" category included all critical incidents in which the customer felt inconvenienced by the service provider's location, hours of operation, waiting time for service, or waiting time to get an appointment.
Core Service Failures (Independent)
Core service failures included all critical incidents that are due to mistakes or other technical problems with the service itself.

4.2. Sampling
Whole users of cellular services in Pakistan are included in the sampling frame. Every person who is using cell phone and is either a pre- or a post-paid service user will be our sampling unit. We selected 500 customers from sample frame in selected locations based on convenience. It is a type of non probability sampling which involves the sample being drawn from that part of the population which is close to hand. The cities which we take to select the respondents include the following:
- Lahore
- Multan
- Khanewal

4.3. Research Instrument
Because qualitative research design is used in this research so it includes the questionnaires that can be answered through observation, participation, interviewing and analyses of case studies can all be considered qualitative research. These questionnaires consist of multiples choice questions (MCQs) with single response and multiple responses. Questionnaire used to conduct the research project is attached at the end.

5. DATA ANALYSES AND INTERPRETATIONS
As mentioned above, I took the sample of 500 users of cell phone across many areas of Pakistan. Out of those 500 respondents, the highest frequency was for Ufone that is 26% of total sample size i.e. 129 respondents. Then the Warid was the second largest market share that is 31% i.e. 142 respondent. After this, Mobilink loses its market share due to the entrance of new cellular companies in Pakistan. Its market share is 21% i.e. 103 respondents. Telenor and Zong also increase its market share 20% and 8% respectively.

On the basis of the data that we collected, it is concluded that people switch from one service to another due to high call charges, poor customers service and high SMS/MMS charges. So out of those reason, high call charges are the main and the biggest factor for switching. As part from the above reasons, high SMS charges are also another cause for some customers to switch their cellular service.

In the last question, I get the open ended opinion from the customer to know that views of different customers. On the basis of the research, I concluded the 24% of total sample respond that there should be deduction in call rates. They want low call rates. Then 16% of the total sample responds that Network Coverage should be better. SMS/MMS rates are also another cause that the customers want.

6. FINDINGS AND CONCLUSION
On the basis of the above research, it is clear that customer’s satisfaction is highly dependent on the call rates (cost). Pricing is also considered a big reason due to which the customer leaves from one service provider to another. After call charges, SMS charges are also considered as an important reason for switching the cellular service.
Then Network Service was also considered an important reason for switching customers. In our research, 7% of total sample switch from one service to another due to poor network service (core service failure). The network means the no busy network. The customer service was also a reason because of which customer switch their service provider. Another important reason for switching the cellular services is the GPRS service which is 9% because the new young generation wants the high speed browsing and internet facility.

To check the relationship between dependent and independent variables regression is used. Due to special scenario of the dependent variable (binary) we used the binomial regression. Binomial regression is used when dependent variable is binary: having only two outcomes, normally coded as 1 and 0. These two outcomes must be disjoint. In the binomial regression analysis we gauge the degree of extent to which independent variables are related to the probability of occurring one of the two possible events. In ordinary regression we measure to which extent the independent variables cause a particular value of the dependent variable. It related the explanatory variables to the mean value of unobserved responses.

Binary regression function is often found by using the logistic regression analysis. Logistic regression is the particular way we establish the linear relationship with probability of success and other variable(s). It calculates the slopes of predictors to identify the rate of change along with the probability values, as given below.

The above table shows the results of binary logistic regression of switching behavior in cellular services on cost, core service failure and inconvenience. The p-values in the table indicate that cost and core service failure have significant effect on change in switching behavior in cellular services but inconvenience has no effect on family structure. So cost and core service failure are the main contributing factors for switching behavior in cellular services. The briefly explanation of each hypothesis is given below.

\( H_1: \) There is a relationship between customer switching behavior in cellular services and cost.

To conclude the result of response on the cost, there is a standard of 0.05, to terminate; either the null hypothesis is accepted or rejected. Since the error of probability is \(< 0.05 \) (P = 0 < 0.05), the analyst must reject the null hypothesis “Cost has no positive relationship with customer switching behavior” and shows that “There is a significant positive relationship between the cost and customer switching behavior”.

\( H_2: \) There is a relationship between customer switching behavior in cellular services and core services failure.

Secondly, the result of response on the core service failure, there is a standard of 0.05, to terminate; either the null hypothesis is accepted or rejected. Since the probability of error is \(< 0.05 \) (P = 0.002 < 0.05), the analyst must reject the null hypothesis “Core service failure has no positive relationship with customer switching behavior” and shows that “There is a significant positive relationship between the core service failure and customer switching behavior”.

\( H_3: \) There is a relationship between customer switching behavior in cellular services and inconvenience.

Third, the result of response on the inconvenience, there is a standard of 0.05, to terminate; either the null hypothesis is accepted or rejected. Since the probability of error is \(> 0.05 \) (P = 0.35 > 0.05), the analyst must accept the null hypothesis “Inconvenience has no positive relationship with customer switching” and must rejects the alternative hypothesis “There is significant positive relationship between the inconvenience and customer switching”.

Log-Likelihood = -199.023

Test that all slopes are zero: \( G = 291.897, \ DF = 3, P-Value = 0.000 \)

According to analysis cost and core service failure gives significant results while inconvenience shown non-significant result, which are used in current test.

According to hypothesis it is proved by above test that there is a relationship between the customer switching behavior, cost and core service failure. No significant relationship between customer switching behavior and inconvenience is shown by data.

The research is very important with respect to telecom sector as well as other services industries. It shows the
needs of the customers that customer mostly wishes to minimize the cost of service or goods they receive. So that’s the way, if a company wishes to enjoy good market share, they must reduce call and SMS rates as is discovered from results of study.

REFERENCES
17. Pirc M. (2005) “Mobile service and phone as consumption system – the impact on customer switching” Universitat Pompeu Fabra, Barcelona
### TABLE(s)

#### Table 1: Market Share

<table>
<thead>
<tr>
<th>Company</th>
<th>Frequency</th>
<th>%age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobilink</td>
<td>103</td>
<td>20.6%</td>
</tr>
<tr>
<td>Ufone</td>
<td>129</td>
<td>25.8%</td>
</tr>
<tr>
<td>Warid</td>
<td>127</td>
<td>25.4%</td>
</tr>
<tr>
<td>Telenor</td>
<td>99</td>
<td>19.8%</td>
</tr>
<tr>
<td>Zong</td>
<td>42</td>
<td>8.4%</td>
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<tr>
<td>Total</td>
<td>500</td>
<td>100%</td>
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</table>

#### Table 2: Switching Status

<table>
<thead>
<tr>
<th>Switching</th>
<th>Number of Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>230</td>
</tr>
<tr>
<td>No</td>
<td>270</td>
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<tr>
<td>Total</td>
<td>500</td>
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#### Table 3: Reasons of Switching

<table>
<thead>
<tr>
<th>Important Reasons For switching</th>
<th>Frequency</th>
<th>%age</th>
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<tbody>
<tr>
<td>Poor Network services</td>
<td>18</td>
<td>7.5</td>
</tr>
<tr>
<td>Network Coverage</td>
<td>25</td>
<td>10.4</td>
</tr>
<tr>
<td>High call Charges</td>
<td>92</td>
<td>38.2</td>
</tr>
<tr>
<td>High SMS/MMS Charges</td>
<td>26</td>
<td>10.8</td>
</tr>
<tr>
<td>GPRS service</td>
<td>22</td>
<td>9.1</td>
</tr>
<tr>
<td>Poor Customer services</td>
<td>37</td>
<td>15.4</td>
</tr>
<tr>
<td>voice quality</td>
<td>21</td>
<td>8.7</td>
</tr>
</tbody>
</table>

#### Table 4: Switching Mobile Connection in Future

<table>
<thead>
<tr>
<th>Current Company</th>
<th>Number of User</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobilink</td>
<td>34</td>
</tr>
<tr>
<td>Ufone</td>
<td>73</td>
</tr>
<tr>
<td>Warid</td>
<td>64</td>
</tr>
<tr>
<td>Telenor</td>
<td>67</td>
</tr>
<tr>
<td>Zong</td>
<td>42</td>
</tr>
<tr>
<td>Total</td>
<td>280</td>
</tr>
</tbody>
</table>

#### Table 5: Reasons of Future Switching

<table>
<thead>
<tr>
<th>Reason</th>
<th>Number of User</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network Service</td>
<td>20</td>
</tr>
<tr>
<td>Customer Service</td>
<td>20</td>
</tr>
<tr>
<td>Coverage</td>
<td>39</td>
</tr>
<tr>
<td>Low Call Rates</td>
<td>60</td>
</tr>
<tr>
<td>SMS/MMS Rates</td>
<td>52</td>
</tr>
<tr>
<td>GPRS</td>
<td>33</td>
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<tr>
<td>F&amp;F Facility</td>
<td>32</td>
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<tr>
<td>Voice Quality</td>
<td>24</td>
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<td>Total</td>
<td>280</td>
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### Table-6: Factors in customer Views

<table>
<thead>
<tr>
<th>Customer Views</th>
<th>Total</th>
<th>%age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network service</td>
<td>29</td>
<td>11.93%</td>
</tr>
<tr>
<td>Costumer service</td>
<td>26</td>
<td>10.7%</td>
</tr>
<tr>
<td>Coverage</td>
<td>40</td>
<td>16.46%</td>
</tr>
<tr>
<td>Low call rates</td>
<td>59</td>
<td>24.27%</td>
</tr>
<tr>
<td>Sms /mms rates</td>
<td>28</td>
<td>11.52%</td>
</tr>
<tr>
<td>GPRS</td>
<td>23</td>
<td>9.46%</td>
</tr>
<tr>
<td>Friend and family facility</td>
<td>9</td>
<td>3.7%</td>
</tr>
<tr>
<td>Voice quality</td>
<td>27</td>
<td>11.11%</td>
</tr>
<tr>
<td>Others</td>
<td>2</td>
<td>0.82</td>
</tr>
</tbody>
</table>

### Table-7: Logistic Regression for Switching versus Cost, Core Service Failure and Inconvenience

<table>
<thead>
<tr>
<th>Predictor</th>
<th>Coefficient</th>
<th>SE. Coef</th>
<th>Z</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>-0.901123</td>
<td>0.122961</td>
<td>-7.33</td>
<td>0.000</td>
</tr>
<tr>
<td>Cost</td>
<td>5.36703</td>
<td>1.01322</td>
<td>5.30</td>
<td>0.000</td>
</tr>
<tr>
<td>Core service failure</td>
<td>2.39</td>
<td>1.14</td>
<td>0.01</td>
<td>0.002</td>
</tr>
<tr>
<td>Inconvenience</td>
<td>2.11</td>
<td>3.32</td>
<td>0.01</td>
<td>0.350</td>
</tr>
</tbody>
</table>