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Factors Affecting Switching Behavior of Mobile Set Users: The Case of Khulna City, Bangladesh

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Abstract:
This study leads to explore the important factors affecting the behaviors of switching mobile sets and people's attitudes toward particular features. The questionnaire which is provided to gather data regarding the study contains 16 items measured on a five-point Likert scale. The data were analyzed by using frequency analysis and descriptive statistics. The results indicate that problem with network, design, price consideration and problem in power supply, etc. has greater impact on switching behavior of mobile set users. And it also shows the factors which are less considered by the mobile handset users that includes: using new one as well as making a profit by selling it and gift from others. It is assumed that this research will enable the future researchers to work in an expanded field.

Keywords: Switching behavior, mobile set users, factors, frequency analysis, descriptive statistics

1. Introduction

Now-a-days we cannot think a single moment without using mobile. It has made our life dynamic which assists everyone to run in this competitive world. Moreover, mobile handsets today have driven beyond its basic role of communications and have promoted to become an extension of the personality of the users. It facilitates our communication with others as well as having options for entertainment, keeping updated with information from the internet and various other facilities. So, the number of users of this device are increasing dramatically not only in Bangladesh but also in all over the world. And today it has been used by almost all categories of people and the gap between them with respect to usages or ownership decreases.

Mobile handset companies are now trying to update models and functions of mobile sets so that this tiny electronic device can satisfy users' needs and wants, and solve everything as possible. In this sense, companies have already marketed sets which can be regarded as minicomputer and can be used as a television. This market is now one of the most unstable markets today due to increased competition and change. So, in marketing mobile sets, companies must realize the switching behaviors of mobile set users regarding set using to survive in a highly competitive environment. The companies should consider the factors that are influencing users or consumer buying decisions of mobile suits. For an example, in the underdeveloped or developing countries like Bangladesh, price of anything is more important than other considerations. So, low, easily touchable priced core facilitated product is the demand of the common people.

1.1. Objective of the Study

- To explore the causes of switching handsets, people's attitudes toward particular features and their priority of choices
- To identify the gap between mobile handset companies and change aspects referring to reasons affect that change.

2. Literature Review

In past studies some researchers had conducted a study (Hasan, Yeasmin, & Dey, 2013). These authors examined the factors influencing decision about customer's mobile phone service operator selection. Besides, they also examine change behavior of the customer regarding mobile phone operator choice. Findins from the research it is found that both stayers and switchers customer groups emphasize on some factors regarding operator choice. The factors were call charge, network services, and internet features. They also revealed from their analysis that customers' socio-demographic distinctiveness has the impact on operators' choice. They proposed that brand equity, providing cheap call charge by means of greater value and improving mobility, and connectivity service must be built by the companies those who wish to target stayers and switchers customer goups.

An investigation by Guatam & Chandhok (2011), to know the determinants causing mobile phone users to convert from one service provider to another. It is revealed from their study that relationship of service provider and the customer in terms of duration, customer satisfaction, and service feedback are the main reason of switching behavior. And they suggested that Indian mobile service operators have to develop their offerings more through a better understanding of their customers base and their needs.

Sathish, Naveen and & Jeevanantham (2011) tried in their study to identify the factors that influence the consumers into switching the mobile service provider. Their study disclose that call rates plays the most significant role in switching the service provider followed by value added service, consumer care, network coverage and advertisement. And they found relation between switching the service provider and the factors. By examining the findings, they proposed to the cellular service providers to think on setting service rates and increasing network stability competitively.

Another research group took a look about the determinants that affect mobile phone users transferring from reliable to switching (Lee & Murphy,2005). It is concluded from their analysis that various factors which influence the customers switching from trustworthiness to switching intentions, such as price, functional service quality, technical service quality, switching costs, etc. However, price is the powerful factor affecting the customers in changing behavior of choosing mobile operators.

Rahman, Haque & Ahmad (2010) measured the factors performing a significant role to decide on telecommunication service operators and determined the factors and diagnosing their relationship of those factors. They found that network quality is a valuable factor among service quality. Besides this, they identified that promotion, availability and product quality also significantly important factors to affect customers in Malaysia's gigantic phone market.

The outcomes of this study can help mobile phone operators in their maneuver and strategic plan of selling.

Hossain, Islam, & Mohammed (2012)) ran a study to examine the relationship of switching charge, faith, perceived satisfaction, corporate image and duration of relationship on client switching defiant behavior.

Suleiman and Awad (2010) expected at their study to know the most serious factors influencing the customer switching behavior for mobile service operators in Jordan.

WH Melody (2001) discovered in his study that in an aggressive market, service operators are anticipated to compete on price and quality of services, and also it is required for service providers to satisfy the consumer necessities and hope on price and service quality.

Babin, Darden, & Griffin, M. (1994) showed in their study that customers may have emotional feelings, which they desire, by using technology. Besides, there is no mutually exclusive relationship between utilitarian value and hedonic value.

3. Methodology of the Study

The paper has been done based on primary and secondary data. In the survey the primary data were gained by using structured questionnaires. The secondary data has been collected from different literature reviews, research publications and articles regarding behavioral aspects of mobile set. The sample population was chosen from the people of Khulna city area, which is one of the famous industrial cities in Bangladesh. The sample population was assumed to be similar in terms of socioeconomic profile and the sample selection was used based on the judgment and expert opinions. Total sample size of the study is 100 where 52 percent of the sample is male and rest of them (48%) are female. A non probability convenient sampling technique was used to collect primary data from the respondents. The first part of the questionnaire used to collect demographic information on respondents and the second part of the questionnaire was consisted of factors which influence mobile sets users to switch different sets using a 5 point non-comparative Likert scale of 1 to 5 (5 being very important and 1 not important at all). Appropriate statistical analyses such as "frequencies and descriptive analysis (mean, standard deviation and variance)" and graphical analysis were used to satisfy the major objectives.

3.1. Limitation

Since the survey was conducted on a partial number of respondents, it might not succeed to capture real scenarios about switching propensity of mobile set users. Our research relied on the population of the Khulna City area. Statistical inferences in the existing research may not be perfect as non probability sampling technique was employed.

3.2. Empirical Findings and Analysis

Demographic factors, like gender, marital status, age of the respondents, occupation and income were defined through frequency analysis. From the respondents, 52% of the population are female while 48% is male. 69% of population are single while 31% is married. 73% are in the range of 21-25, 17% in the range of 25-30 and 10% in the range above 30. The majority, 76%, of the population are from the profession of student in different level, while 10% is housewives, 2% is business person and 12% of service holder. The average monthly income for 32% of the population is below Tk 5000, while 25% earns Tk. 5000- 15000, 34% Tk. 15000-25000, 6% Tk. 25000-35000 and 3% earns more than Tk 35000 monthly. Bangladeshi currency– "Taka" has been used as measuring income levels. 2% are below the level of H.S.C of education, 6% are in the H.S.C level, 51% are in graduation level, 38% are in post graduation level while 3% is in the above post graduation level.

Characteristics	Categories	Frequency	Percent
Gender	Male	48	48
	Female	52	52
	Total	100	100
Marital Status	Single	69	69
	Married	31	31
	Total	100	100
Age	21-25	73	73
	26-30	17	17
	30-above	10	10
	Total	100	100
Professional Background	Student	76	76
	Housewife	10	10
	Business person	2	2
	Service holder	12	12
	Total	100	100
Monthly Income	0-5000	29	29
	5000-15000	27	27
	15000-25000	34	34
	25000-35000	8	8
	35000-above	2	2
	Total	100	100
Level of Education	Below HSC	2	2
	HSC	6	6

Table 1: Demographic Profile of the Respondents
Source: Field Survey- August, 2015

We have identified from the descriptive analysis of factors that the mean value of "problem with network" (M=4.05; SD=1.19) is indicating that such problem with the network is the most important factor among the users to switch their handsets and followed by "price consideration" (M=3.90; SD=1.096), "design" (M=3.90; SD=1.039) and "problem in power supply" (M=3.88; SD=1.24). On the other hand, the mean value shows "using new one as well as making a profit by selling it" (M=2.50; SD=1.446) is least important factor to switch from one set to another and followed by "gift" (M=2.71; SD=1.493). All factors under consideration generated mean values consisting with our assumption or in other words- justifies the inclusion as essential factors for the purpose of the current study (Table-2).

Factors	N	Mean	Standard Deviation	Variance
For getting sets of attractive new features	100	3.7600	1.29584	1.679
The Desire of having the latest model	100	3.3900	1.46952	2.159
Damage	100	3.6500	1.46594	2.149
Price consideration	100	3.9000	1.09637	1.202
Design	100	3.9000	1.03962	1.081
Problem with network	100	4.0500	1.19236	1.422
Problem with power supply	100	3.8800	1.24137	1.541
Operational inflexibility	100	3.6300	1.25251	1.569
Change of demand	100	3.4000	1.18065	1.394
Seeking standard outlook	100	3.5500	1.08595	1.179
Breaking down	100	3.2700	1.41318	1.997
Stolen	100	3.3100	1.61867	2.620
Gift	100	2.7100	1.49271	2.228
Using new one as well as making profit by selling it	100	2.5000	1.44600	2.091
Size, weight, and shape of mobile	100	3.7900	1.25766	1.582
Availability of spare parts	100	3.7000	1.14150	1.303
Valid N (list wise)	100			

Table 2: The Descriptive Analysis of Factors Affecting Switching Behavior
Source: Field Survey- August, 2015

As the histogram (Fig.1.a) shows, the greater amount of respondents lies on the level 4-5 in case of "problem with network" as the factor affecting the mobile handset users. We can say that it is the most important factor which is considered by the respondents in case of switching their handsets and it is also supported by the mean value and standard

deviation. On the other hand, histogram (Fig.1.b) also shows that the greatest amount of respondents lies on the level 1-2 in case of giving importance to the factor "using new one as well as making a profit by selling it" when they are changing their handsets. From that we can say that it is the least important factor when they are switching their handsets, which also has been proved by the mean value and standard deviation.
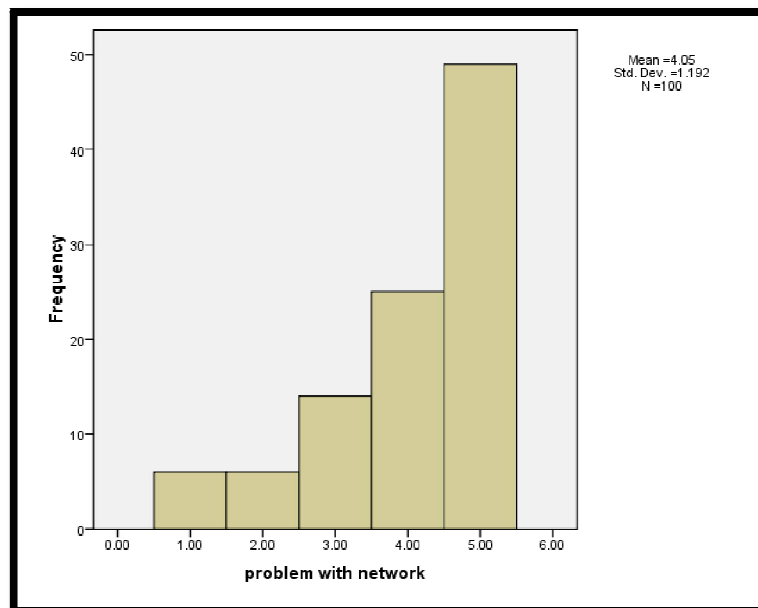

Figure 1: Very Important Factor Affecting Switching Behavior
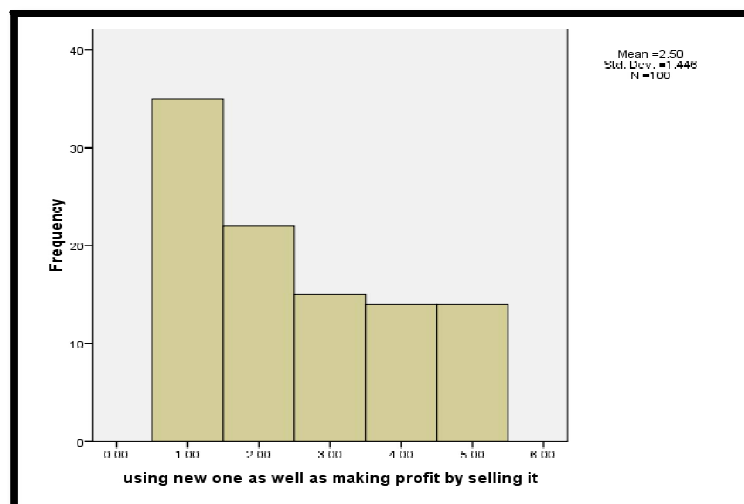

Figure 2: Least Important Factor Affecting Switching Behavior

Based on gender, it is shown in the analysis (Table-3) that male respondents are greatly considering the "attractive new features" (M=3.93; SD=1.26) and "design" (M=3.91; SD=1.06) when they are changing their mobile sets. On the other hand, "using new one as well as making a profit by selling it" (M=2.54; SD=1.36) is the least important factor to switch from one set to another. In case of female respondents, the major consideration of switching mobile reflects on "problem with network" (M=4.34; SD=0.98) and while "using new one as well as making a profit by selling it" (M=2.54; SD=1.36) is considered as least important.

Factors	Male				Female			
	N	Mean	SD	Variance	N	Mean	SD	Variance
For getting sets of attractive new features	48	3.93	1.26	1.59	52	3.59	1.31	1.73
The Desire of having the latest model	48	3.66	1.53	2.35	52	3.13	1.37	1.88
Damage	48	3.66	1.43	2.05	52	3.63	1.50	2.27
Price consideration	48	3.72	1.10	1.22	52	4.05	1.07	1.15
Design	48	3.91	1.06	1.14	52	3.88	1.02	1.04
Problem with Network	48	3.72	1.31	1.73	52	4.34	0.98	0.97
Problem with power supply	48	3.66	1.34	1.80	52	4.07	1.11	1.24
Operational inflexibility	48	3.45	1.25	1.57	52	3.78	1.24	1.54
Change of demand	48	3.54	1.21	1.48	52	3.26	1.13	1.29
Seeking standard outlook	48	3.75	0.97	0.95	52	3.36	1.15	1.33
Breaking down	48	3.33	1.35	1.84	52	3.21	1.47	2.17
Stolen	48	3.29	1.61	2.59	52	3.32	1.64	2.69
Gift	48	2.77	1.46	2.13	52	2.65	1.53	2.34
Using new one as well as making a profit by selling it.	48	2.54	1.36	1.87	52	2.46	1.52	2.33
Size, weight, and shape of Mobile	48	3.79	1.21	1.48	52	3.78	1.30	1.69
Availability of spare parts	48	3.64	1.12	1.25	52	3.75	1.16	1.36

Table 3: Descriptive Statistics According to Gender
Source: Field Survey- August, 2015

Again in case of different ages among the respondents, it is also shown in the analysis (Table-4) that the mean value of "using new one as well as making a profit by selling it" (M=2.83; SD=1.47) is indicating that such factor is less important factor of switching behavior in the age range of 21-25 and "problem with network" (M=4.21; SD=1.14) is considered more to switch. In the age range of 25-30 the most important factor is "problem in power supply" (M=3.82; SD=1.7) and least important factor is "using new one as well as making profit by selling it" (M=2.54; SD=1.36) while the respondents lies in the age range of 30 and above are considering "price consideration" (M=3.8; SD=0.78) and "problem in power supply" (M=3.8; SD=1.22) most and "using new one as well as making profit by selling it" (M=1.4; SD=0.69) as least.

Factors	21-25				26-30				30-above			
	N	Mean	SD	Variance	N	Mean	SD	Variance	N	Mean	SD	Variance
For getting sets of attractive new features	73	4.12	1.1	1.22	17	2.64	1.36	1.86	10	3	1.15	1.33
The Desire of having the latest model	73	3.71	1.39	1.95	17	2.41	1.32	1.75	10	2.7	1.33	1.78
Damage	73	3.94	1.33	1.77	17	2.41	1.54	2.38	10	3.6	1.26	1.6
Price consideration	73	3.95	1.14	1.31	17	3.7	1.04	1.09	10	3.8	0.78	0.62
Design	73	4.06	1.01	1.03	17	3.41	0.87	0.75	10	3.5	1.17	1.38
Problem with Network	73	4.21	1.14	1.31	17	3.64	1.32	1.74	10	3.5	1.08	1.16
Problem with power supply	73	3.9	1.32	1.75	17	3.82	0.88	0.77	10	3.8	1.22	1.51
Operational inflexibility	73	3.64	1.32	1.76	17	3.64	0.86	0.74	10	3.5	1.35	1.83
Change of demand	73	3.79	1.02	1.05	17	2.58	0.93	0.88	10	1.9	0.56	0.32
Seeking standard outlook	73	3.78	1.05	1.11	17	2.88	1.05	1.11	10	3	0.66	0.44
Breaking down	73	3.63	1.3	1.7	17	2	1.11	1.25	10	2.8	1.31	1.73
Stolen	73	3.63	1.51	2.29	17	2.29	1.75	3.09	10	2.7	1.33	1.78
Gift	73	2.95	1.52	2.31	17	1.82	1.13	1.27	10	2.4	1.26	1.6
Using new one as well as making a profit by selling it.	73	2.83	1.47	2.16	17	1.7	0.98	0.97	10	1.4	0.69	0.48
Size, weight, and shape of Mobile	73	3.94	1.21	1.46	17	3.05	1.34	1.8	10	3.9	1.1	1.21
Availability of spare parts	73	3.76	1.2	1.45	17	3.41	0.87	0.75	10	3.7	1.05	1.12

Table 4: Descriptive Statistics According to Age
Source: Field Survey- August, 2015

4. Conclusion

The research was designed to identify the factors that affect the switching behavior of mobile set users and the study was confined in Khulna City, Bangladesh. It reveals that there are some factors such as problem with network, design, price consideration and problem with a power supply that have greater impact on switching behavior of mobile set users. Despite the respondents have the least importance on the factors that includes using "new one as well as making a profit by selling it" and "gift" from others. And it gives us a better understanding of which factors are responsible to switch one set to another by the users mostly. So, mobile handset providers should emphasize on the explored factors to retain the users as well as to increase their market share. Therefore, the findings of this study are expected to contribute to the superior understanding of mobile handset's user switching behavior and form a guideline for respective future researchers.

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